



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

THE FAMILY YMCA- JOB DESCRIPTION

Job Title: Member Services Director	Schedule: Full Time
Job Type: Full-Time	Job Code: 03010000
FLSA Status: Exempt	Salary Range: \$38,000 to \$50,000/yr DOE
Reports to: CEO	Revision Date: June 2018

POSITION SUMMARY:

The person selected for this position will be responsible for directing all aspects of the membership services department including recruitment of new members, retention of existing members, marketing of programs and services, evaluation of services and supervision and support of Welcome Center, Child Watch, and Kids Club. The Member Services Director will develop plans and implement new procedures and methods to achieve strategic goals. This person is responsible for high-quality customer service, which includes, but is not limited to, meeting internal and external customer needs and for presenting a positive attitude toward the Y, its staff, and its programs.

OUR CULTURE:

Our mission and core values are brought to life by our culture. In the Y, we strive to live our cause of strengthening communities with purpose and intentionality every day. **We are welcoming:** we are open to all. We are a place where you can belong and become. **We are genuine:** we value you and embrace your individuality. **We are hopeful:** we believe in you and your potential to become a catalyst in the world. **We are nurturing:** we support you in your journey to develop your full potential. **We are determined:** above all else, we are on a relentless quest to make our community stronger beginning with you.

ESSENTIAL FUNCTIONS & JOB DUTIES

GENERAL DUTIES:

- Implement membership strategies that support recruitment of new members and retention of existing members
- Utilizing DAXKO Engage and other tools, create a member-focused culture and model relationship-building skills (including Listen First) in all interactions
- Foster a climate of innovation and resolve problems to facilitate member satisfaction
- Recruit, hire, train, develop, schedule and direct personnel to deliver consistent excellent service to members and customers
- Review and evaluate staff performance
- Develop strategies to motivate staff and achieve goals
- Approve and process payroll for assigned staff
- Promote program and membership enrollment in interactions with existing and potential members
- Work with program staff to facilitate smooth program registration, including logistics to support phone, walk-in and web registration
- Create promotional membership campaigns throughout the year to achieve monthly & annual goals
- Develop effective, regular member communication via e-newsletter, website, signage, e-mail, etc. contribute updated membership information for program brochure, including corporate ads.

- Analyze membership data and produce periodic reports for administrative staff and the membership committee. Utilizes an active data analysis process for ongoing predictive modeling of membership; i.e. high and low usage patterns, propensity to leave the YMCA, member recovery strategies
- Ensure proper implementation and adherence of welcome center procedures
- Review and update welcome center procedures and communicate changes to staff
- Resolve issues with member registration and payment operations in the software system for all facilities/branches
- Organize membership events at the Y and represents the Y at community events in order to promote the organization
- Take leadership role in the Annual Campaign and special fundraising events; articulate the need for annual support to members and staff; assist with recruiting volunteers for campaign and events; and lead assigned aspects of the annual campaign
- Attend and facilitate meetings to support smooth operations
- Give tours of the facility to prospective members or other interested parties
- Educate and enforce rules and regulations of the YMCA to members, participants & guests
- Follow all guidelines and practices as set forth by Human Resources
- Understands, meets and enforces Y standards for safety and risk management
- Uphold safety and Child Protection standards per Y policies
- Perform other duties as assigned by the CEO
- Must pass CPR/AED/1st Aid certification by an approved provider within 3 months from original date of hire and maintain while employed.
- Occasional travel for training may be required

FINANCIAL/RECORD KEEPING DUTIES:

- Participate in the annual budget process; manage and implement the approved budget for membership and submit timely variance reports and take appropriate action to correct variances
- Coordinate/communicate with the business office as necessary on financial transactions
- Responsible for the final processing of membership contracts, drop forms & change of status forms
- Routing monies to the proper GL when necessary
- Accurate invoicing of membership and facility fees
- Tracking through computer spreadsheets required data including but not limited to members visits per month
- Manage returned EFTs & credit cards by resubmitting and/or contacting customers by phone or writing as needed

PHYSICAL DEMANDS:

- Ability to perform essential clerical functions which may involve, but not limited to the following activities: standing for 4 hours or more, sitting, semi – reaching to full-reach overhead; crouching; kneeling; carrying, working in narrow and/or confining spaces; twisting of the waist, shoulders, and legs
- Lift 25 pounds using proper technique
- Must have adequate vision to effectively review documents in varied formats i.e....paper and digital
- Must have adequate hearing to respond to members and interact with the public
- Must be able to work in an environment with high levels of activity and moderate to high noise levels
- Have a valid license, current insurance and a clean driving record
- Drug Free as outlined in the Y's Substance/Alcohol Abuse and Testing Policy
- Must be able to pass criminal background check

JOB QUALIFICATIONS**EDUCATION:**

- Bachelor's degree in related field preferred. Will consider equivalent combination of education and experience
- Team Leader certification preferred

KNOWLEDGE/EXPERIENCE:

Must be able to demonstrate and show competency in the following areas:

- Previous experience with DAXKO Operations or similar proprietary software highly desired
- Previous supervisory experience in a customer service setting and history of positive customer service interactions
- Successful track-record in fiscal management
- Excellent personal computer skills and experience with standard business software
- Ability to relate effectively to diverse groups of people from all social and economic segments of the community
- Ability to work independently and meet deadlines
- Work a flexible schedule to meet Y staffing/planning needs
- Exercising mature judgment and sound decision making
- Communicating effectively both orally and in writing
- Learn, follow and enforce local Y and national guidelines related to internal policies

PROFESSIONAL EXPECTATIONS:

The Member Services Director will present a competent and positive image of The Family YMCA through the professional and safe coordination of all custodial duties, quantified by completion of the key areas of responsibility and continuous improvement of the systems.

In addition the Member Services Director will exhibit and represent behaviors consistent with the expectations within the YMCA competency guidelines listed below:

- Accepts and demonstrates the Y's values
- Demonstrates a desire to serve others and fulfill community needs
- Works effectively with people of different backgrounds, abilities, opinions, and perceptions
- Builds rapport and relates well to others
- Makes sound judgments, and transfers learning from one situation to another
- Embraces new approaches and discovers ideas to create a better member experience
- Strives to meet or exceed goals and deliver a high-value experience for members
- Pursues self-development that enhances job performance
- Demonstrates an openness to change, and seeks opportunities in the change process

Compensation:

Personnel policy governs work conditions and benefits. The first 90 days of employment are considered an introductory period at which time performance will be evaluated by the Chief Executive Officer.

I have read my job description and understand my responsibilities. I also understand that the YMCA cannot guarantee my employment and that the YMCA can change wages, benefits and conditions of employment at any time.

JOB DESCRIPTION REVIEWED AND UNDERSTOOD:

Employee Signature: _____ Date: _____