



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

THE FAMILY YMCA- JOB DESCRIPTION

Job Title:	Membership and Wellness Director	Schedule:	Flexible/Varied
Job Type:	FT, 40 hours	Job Code:	03010000
FLSA Status:	Exempt	Revision Date:	May 2024
Reports to:	Operations Director (OD)	Salary Range:	\$48,000-\$58,000

POSITION SUMMARY

Under the direction of the Operations Director, the Membership and Wellness Director will develop, shall be responsible for all day-to-day functioning of the Member Experience Desk that creates a welcoming culture as well as all functions related to Health & Wellness within the organization. The Director of Membership and Wellness will assist to develop and monitor the branch membership budget to ensure fiscal objectives are met. The position works closely with the OD and the CEO to develop operational objectives and innovative approaches for membership growth and retention through membership experience, wellness programming, and new class development. This person will give leadership in these areas to ensure consistent, superior service procedures to maximize member enrollment and program participation. They will also personally lead the member experience by working at the Member Services desk at prime times and other times as needed or directed by the business needs or association expectations. This individual will be required to work flexible hours, especially during peak times of facility usage and lead her/his team by example.

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:

- Provide leadership for the continued operation and improvement of all desk and wellness services to include member and constituent relations, information, and program registration.
- Monitor daily operations to adhere to all YMCA health and safety standards and policies. Ensure all staff is current with required certifications.
- Recruits, hires, trains, develops, schedules, and directs personnel and volunteers as needed for desk and wellness services. Reviews and evaluates staff performance. Develops strategies to motivate staff and achieve goals. Provide leadership for an effective tour and enrollment procedure via desk and wellness staff.
- Implement wellness, group exercise and personal training programs that promote retention of existing members and engage new members. Direct and engage staff to support health and wellness initiatives to achieve retention goals.
- Implements membership strategies that support the recruitment of new members and retention of existing members.
- Participates in membership events at both locations and represents the YMCA at community events to promote the YMCA.
- Ensure the delivery of appropriate sales and customer service training for desk and wellness staff.
- Consistently communicate with OD regarding cleanliness and safety of facility.
- Monitor budgeting for all areas of responsibility including membership, fitness floor and group exercise.
- Participates in assigned aspects of the Annual Fundraising Campaign.

- Assume other responsibilities as deemed appropriate by supervisor.

PHYSICAL DEMANDS:

Required for essential duties; reasonable accommodations will be considered under the Americans with Disabilities Act; this list is not all-inclusive and may be supplemented as necessary.

- Must be mobile with the ability to get from one location in the office or work site(s) to other locations in and outside from the primary office or work site(s).
- Ability to sit and/or stand for prolonged periods of time.
- Drug Free as outlined in the Y's Substance/Alcohol Abuse and Testing Policy. Be tobacco free.
- Ability to pass criminal background check.

JOB QUALIFICATIONS

EDUCATION:

- Bachelor's degree preferred, however relevant experience and certifications will be considered.

KNOWLEDGE/EXPERIENCE:

- Must pass CPR/AED/1st Aid certification by an approved provider within 3 months from original date of hire and maintain while employed.
- Minimum two years management experience overseeing wellness, group exercise and personal training programs; essential YMCA experience preferred.
- Experience in programming implementation.
- Microsoft Office proficiency required.
- Must have exceptional interpersonal, public relations and communication skills.
- Demonstrated ability to train, mentor and develop staff.
- Demonstrated skills in fundraising, public relations and programming for wellness initiatives.

PROFESSIONAL EXPECTATIONS

The Membership & Wellness Director will present a competent and positive image of The Family YMCA through the professional and safe direction and supervision of all aspects, programs and events. The Membership & Wellness Director will strive to have the Y become the leading health and wellness organization and the area's choice in health/wellness membership.

COMPENSATION:

Personnel policy governs work conditions and benefits. The first 90 days of employment are considered a trial 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: _____

