



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## MEMBERSHIP DIRECTOR JOB DESCRIPTION

Job Title: **Membership Director**  
FLSA Status: Full-Time Exempt

Reports to: CEO & Operations Director  
Date: April 16, 2018

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### POSITION SUMMARY:

This position supports the work of the Y, a leading nonprofit committed to strengthening community through youth development, healthy living and social responsibility. The Membership Director is responsible for all aspects of membership for the organization, including recruitment of new members, retention of existing members and supervision of assigned staff. The Director develops, plans and implements new procedures and methods to achieve sales and strategic goals. The Director assists the Program Directors in the development of member centered programs and provides a leadership role within the organization.

### ESSENTIAL FUNCTIONS:

- Implements membership strategies that support recruitment of new members and retention of existing members. Responsible for planning and implementing external membership development plans to achieve organizational member acquisition and revenue growth objectives. Identifies marketplace opportunities, prospects and engage new partners, develop proposals, and manage the contract process.
- Uses data to plan and execute strategies designed to improve member experience, tour-conversion rates and membership retention rates. Consistently proves success in improving tour-conversion rates and closing membership sales.
- Participates in the planning of the annual sales and membership revenue budget; manages and implements the approved budget for membership and takes appropriate action to correct variances.
- Creates a member-focused culture and models relationship-building skills in all interactions. Fosters a climate of innovation and resolves problems to ensure member satisfaction.
- Ensures proper implementation of front desk procedures. Reviews and updates desk procedures and communicates changes to staff
- Recruits, hires, trains, develops, schedules and directs personnel and volunteers. Reviews and evaluates staff performance. Develops strategies to motivate staff to consistently improve tour conversion rates and achieve membership sales goals.
- Promotes program and membership enrollment in interactions with existing and potential members.
- Coordinates program registration, including logistics to support phone, walk-in and web registration.
- Coordinates with marketing to maximize enrollment and provides ongoing support to Program Directors on related issues.
- Promotes and markets Y memberships to companies, agencies, schools and organizations.
- Conducts member satisfaction surveys and develop plans to implement appropriate actions in response to feedback.

#### YMCA OF THE USA

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- Participates in the planning of the annual budget; manages and implements the approved budget for membership and takes appropriate action to correct variances
- Ensures proper implementation of front desk procedures. Reviews and updates desk procedures and communicates changes to staff. Coordinates with the CEO or Operations Director as necessary on financial transactions.
- Ensures membership staff has access to all necessary information to answer member inquiries, including, but not limited to; weekly updates, facility schedules, program information.
- Facilitates the administration of membership scholarship program and collects scholarships testimonials to facilitate story telling.
- Oversees member insurance programs, including registering new insurance members (Silver Sneakers, Silver N'Fit, Active N'Fit), monthly insurance billing and coordination with members and YMCA membership revenue.
- Organizes membership events at the YMCA and represents the YMCA at community events to promote the YMCA.
- Provides branch leadership support for the annual fundraising campaign for the advancement of the association.
- Participates in staff meetings and/or related meetings.
- Performs other duties as assigned.

### **QUALIFICATIONS:**

- Bachelor's degree in related field preferred or equivalent combination of education and experience.
- Demonstrated track record of generating leads and closing sales.
- Previous supervisory experience in customer service preferred.
- 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.
- Must have good interpersonal, public relations and communications skills, including the ability to make oral presentations
- Must be able to occasionally work flexible hours including evenings, weekends, and holidays
- Ability to respond to safety and emergency situations

### **WORK ENVIRONMENT & PHYSICAL DEMANDS:**

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is regularly required to use a computer for extended periods of time and be able to communicate using a computer and phone/smart device.
- The employee frequently is required to sit and reach, and must be able to move around the work environment.
- The employee must occasionally lift and/or move up to 10 pounds

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- Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust
- The noise level in the work environment is usually moderate

### **YMCA COMPETENCIES (Team Leader):**

*Mission Advancement:* Models and teaches the Ys values. Ensures a high level of service with a commitment to changing lives. Provides volunteers with orientation, training, development, and recognition. Cultivates relationships to support fund-raising.

*Collaboration:* Champions inclusion activities, strategies, and initiatives. Builds relationships to create small communities. Empathetically listens and communicates for understanding when negotiating and dealing with conflict. Effectively tailors communications to the appropriate audience. Provides staff with feedback, coaching, guidance and support.

*Operational Effectiveness:* Provides others with frameworks for making decisions. Conducts prototypes to support the launching of programs and activities. Develops plans and manages best practices through engagement of team. Effectively creates and manages budgets. Holds staff accountable for high-quality results using a formal process to measure progress.

*Personal Growth:* Shares new insights. Facilitates change; models adaptability and an awareness of the impact of change. Utilizes non-threatening methods to address sensitive issues and inappropriate behavior or performance. Has the functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.