



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Glacial Community YMCA

Roehl Family YMCA – Schultz Family YMCA

Position Description

TITLE: Membership Director
DEPARTMENT: 01-Administration
STATUS: Full-time, Exempt
REVISED: Sep-26

CHAIN-OF-COMMAND REPORTING:



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. Direct branch membership operations in a fashion that promotes exceptional service, member engagement and retention, and implementation of Association lead strategies for growth. Maintain communications that build awareness of opportunities provided by the Y and promote positive public image.

QUALIFICATIONS:

- Bachelor's degree in related field, preferred.
- At least 3 years' business administration & staff management experience required.
- Working knowledge of Microsoft Office software.
- Ability to work a flexible schedule as needed, including early mornings, evenings, and weekends.
- Attention to detail and accuracy, ability to work independently, and problem solve.
- Experience and comfort working with technology, navigate software, basic office equipment, cash handling and professional written and verbal communication skills.
- Willingness to attend meetings, training, and obtain additional certification as requested.

ESSENTIAL FUNCTIONS:

- Support association and branch membership strategies to meet retention, service, and growth goals.
- Hire, train, evaluate and supervise assigned staff and volunteers in accordance with Association Human Resource procedures and policies. Provide support and guidance one-on-one as needed and through regular staff meetings, ensuring knowledgeable staff, productive operations, and exceptional service.
- Provide accurate and timely communication regarding pertinent program and registration information to program, membership and desk staff.
- Produce staff schedules in accordance with branch needs to ensure adequate staffing and smooth operations; personally cover shifts if necessary.
- Communicate and meet with individuals seeking Y financial assistance. Grant scholarships with consistency, empathy and strict confidentiality. Refer qualified individuals to state aid programs when appropriate.

- Create a member-focused culture. Model relationship-building skills in all interactions. Respond to suggestions, comments, or concerns in a timely manner.
- Utilize member feedback to shape team conversations around best practices. Foster a climate of innovation and resolve problems to ensure member satisfaction.
- Acquire stories to demonstrate impact and mission of the Y.
- In tandem with other membership & engagement staff; define, implement, and refresh as needed, the new member on-boarding process. Promoting member-to-member & staff-to-member engagement, facility usage, and member retention.
- Serve as branch liaison to the Corporate Membership Program. Provide opportunities and promote benefits of participation.
- Initiate and prepare credits and/or refunds for canceled programs in cooperation with department managers, as needed.
- Manage inventory of membership promotional items or Y branded merchandise sales including ordering, sales and inventory procedures, adhering to minimum mark-up guidelines for sale items as assigned.
- In tandem with other membership and program leadership, coordinate planning special events that will promote membership retention.
- Work collaboratively with membership and program billing staff with duties including but not limited to: data entry, generating charges, processing payments, third party payer management, collecting NSF or past due accounts, correspondence, producing reports, and records management.
- Promptly respond to all emergency situations by adhering to the current emergency procedure guidelines and participate in Manager on Duty schedule. Complete incident and accident reports as necessary.
- Accept personal responsibility to protect youth and vulnerable adults from abuse. Report suspected abuse or neglect according to Association procedures found in Abuse Prevention Policies & Procedures.

YMCA COMPETENCIES (Team Leader):

Advancing Our Mission & Cause

- Actively supports and remains accessible to others during times of change or stress.
- Ensures a level of service and engagement that fosters loyalty among those we serve.
- Educates staff, volunteers, and members about the charitable nature of the Y.
- Works with volunteers to create meaningful and relevant roles that impact the community fulfill their personal purpose, and build commitment to the cause.

Building Relationships

- Develops and maintains positive relationships with volunteers, members or program participants, and colleagues at all levels of the organization.
- Maintains regular, clear, and concise communication within area of responsibility.
- Listens with the intent to understand the perspective of others by using appropriate communication methods, including open-ended questions.
- Responds to the individual needs of the other person.
- Creates a safe environment in which others feel welcome and respected.

Leading Operations

- Anticipates risk, implications, and possible outcomes before taking action.
- Acts responsibly with the Y's resources, following all budgeting policies and procedures and reporting irregularities immediately.
- Has the functional and technical knowledge and skills to do the job at a high level of accomplishment.
- Explores new ideas, remaining open to new ways of thinking and approaching problems.
- Delivers a high-quality experience to members, participants, or project teams.

Developing & Inspiring People

- Provides staff and volunteers with the support, time, tools, and resources necessary to set, meet or exceed goals.
- Proactively shares information, experiences, lessons learned, and suggestions to help others be more successful.
- Solicits and is open to informal learning opportunities to gain insight (e.g., performance feedback, coaching, and stretch assignments).
- Demonstrates a settling presence, even during times of crisis and challenge.
- Remains calm and objective when under pressure or when challenged by others.

DISCLAIMER:

Other duties may be assigned to this position at the discretion of the reporting supervisor.

Performance evaluation, based on essential functions and competencies, will be conducted annually.

By signing this description, I acknowledge that I possess all qualifications stated and am **able / unable** (circle one) to perform all essential functions without special assistance.

Employee Signature

Date