



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MEMBERSHIP SERVICES DIRECTOR

Job Title: Membership Services Director
Incumbent:
Supervisor: Sr. Health & Wellness Director
Date: January 2012

Association: Peninsula Metropolitan YMCA
Branch:
Department: Membership Services
Job Point: 391

General Function:

Under the direction of the Senior Health and Wellness Director, the Membership Services Director will assist in providing leadership for the member service team; promote membership development, member involvement, and retention growth. Major emphasis includes ensuring the highest quality service to members in harmony with the Christian nature and purpose of the established policies and goals of the YMCA.

Qualifications:

1. Bachelor's Degree in marketing, public relations or related field preferred.
2. YMCA experience in membership services, programs or related field preferred.
3. Working knowledge of computers and experience with a variety of software applications.
4. Ability to perform math skills required in accurately managing and balancing money and accounting procedures for membership and program transactions.
5. A basic understanding of the nature of the YMCA as a mission-driven, membership organization.
6. Excellent skills in interpersonal communication to meet the human relations expectations of the position.
7. Certification in CPR/First Aid/AED/O2 required.
8. Satisfactory completion of a criminal background check, sex offender registry check, and child protective services check.

Principal Activities:

1. Supports the mission, vision and goals of the YMCA.
2. Promotes character development and the values of caring, honesty, respect and responsibility in all program areas.
3. Promotes and participates in association task forces, committees and/or workgroups to promote Branch and Association unity.
4. Promotes and participates in YMCA fundraising efforts to include Annual Support, Capital and United Way Campaigns.
5. Responsible for Strong Communities pledge input and tracking
6. Responsible for developing and supervision of departmental budget in conjunction with the branch director.
7. Processes and completes monthly bank draft procedure and membership invoicing.
8. Oversees the branch's daily work through closeouts, end of days, and daily bank deposits.
9. Data entry of membership information and updates into database system.
10. Maintains a professional attitude at all times and represents the Membership Department as a role model for staff, including upholding and implementing the Leadership Standards and Membership Services Department Expectations.
11. Supervises Membership department and conducts monthly staff meetings.
12. Interviews, hires, trains and encourages department staff to develop new skills.
13. Plans, organizes, and implements member service and community special events.
14. Identifies and targets specific markets and establishes positive relationships with the businesses, corporations, community organizations, etc...
15. Attends quarterly Membership Leadership Team meetings.
16. Develops member participant satisfaction surveys.
17. Maintains an effective communication system with member services staff.

STRENGTHENING FAMILIES AND COMMUNITIES

Peninsula Metropolitan YMCA



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18. Counsels staff and issues disciplinary report when appropriate.
19. Conducts quarterly and year-end appraisals.
20. Oversees the ordering of membership supplies/inventory for the member services desk.
21. As part of the branch leadership team, follows all guidelines as Director on Duty in ensuring the safety of all members and guests.
22. Assists and actively participates in organized YMCA activities and special events.
23. Assists Operations Director with Human Resources for the branch to include payroll, payroll packets, and background checks.
24. Assists with marketing to include Impact Magazines, Program Guides and proofing marketing materials created at branch level.
25. Oversees the creation and distribution of the monthly branch newsletter.
26. Other duties assigned to ensure effective member service.

Ymca Competencies (Team Leader):

Mission Advancement: Models and teaches the Y's 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.

Supervisory Responsibilities:

1. Administer supervisory responsibilities in accordance with the organization's policies and applicable laws.
2. Interview, hire, train employees; plan, assign, and direct work; appraising performance, rewarding and disciplining employees, addressing complaints and resolving problems.
3. Conduct Member Services staff meetings.
4. Supervise and train Member Services staff on database system and activities.
5. Build positive relationship with other Association staff members; share information with appropriate associates; cooperate with others in the Association.

Skills And Ability Requirements:

1. Ability to read, analyze and interpret documents.
2. Ability to respond effectively to inquiries or complaints.
3. Ability to apply mathematical concepts to practical situations. Must be able to apply mathematical operations to such tasks as budget preparation and program planning.
4. Ability to reason and define difficult problems with limited direction as to means and results.

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Last Revision: 12/07/11
Revised by: LW



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5. Ability to meet the physical demands of this position, which include mobility for touring facilities, travel to conferences, and participating in promotional and special events sponsored by the Association.
6. Ability to coordinate and plan events effectively.
7. Ability and desire to interact with people from all ethnic backgrounds, ages, and lifestyles.
8. Ability to communicate clearly.

Effect On End Result:

1. The membership retention plan for the branch is successfully achieved.
2. A high degree of member satisfaction, relationship, and connectedness is achieved.
3. A positive image of the YMCA is portrayed to members, staff, volunteers and the community.
4. Branch staff is well-trained and consistently delivers quality customer service.
5. Pleasant and comfortable working environment for all staff.
6. Strong relationships with members, subordinate and supervisory staff and evidence of a warm, friendly Christian atmosphere.
7. The facility will be a safe and enjoyable place for members to come.
8. Continued personal and professional growth in the position.

This job description is not intended to be all-inclusive. It is understood that the employee will also perform other reasonably related business duties if requested by the supervisor. Job descriptions are reviewed periodically and may be revised if deemed necessary. This job description is not a written or implied contract.

Employee's Signature

Date

Supervisor's Signature

Date

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