

## Membership and Marketing Director

**YMCA** – Twin Pike Family YMCA

**Location** – Louisiana, MO

### Job Description

This full time/exempt position is responsible for the initiation and implementation of member engagement and retention strategies, training and supervision of necessary staff, and the evaluation and modification of these initiatives. This person will work to ensure that all YMCA standards are being met and/or exceeded as they relate to membership. This position works independently under general direction and is expected to determine how to accomplish tasks.

### Qualifications

- Education: Bachelor's degree from a four-year college or university in recreation management, marketing, non-profit management or related field preferred. Experience in a related field in lieu of education will be considered.
- Experience: Four years previous experience supervising staff and providing customer service preferred. Previous YMCA experience strongly preferred.
- Technical Skills:
  - Strong written and verbal communications skills
  - Previous experience using member relations system and/or database, Daxko software experience preferred.
  - Proficiency in Microsoft Office, Excel, Word, Outlook, and social media.
  - Must assume responsibility for accuracy and timeliness of work product.
  - Willingness to work evenings, weekends, and holidays as needed in order to accommodate the needs of service to our membership.
  - Thorough understanding of the mission and objectives of the Twin Pike Family YMCA.
  - Ability to manage projects and coordinate events in conjunction with other staff members.
  - Ability to work well under pressure and meet strict deadlines.

### Essential Functions

1. Implements membership strategies that support recruitment of new members and retention of existing members. 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.
2. Oversee the recruitment, interviews, hiring, supervision, and evaluation of highly motivated and productive membership development team, including member service and facility cleaning staff. Provide support to staff as necessary. Ensure individual and staff awareness and understanding of YMCA programs and services, policies and procedures, and customer service and sales skills. Conduct staff meetings and trainings.
3. Participates in the planning of the annual budget; manages and implements the approved budget for membership and takes appropriate action to correct variances.
4. Ensures proper implementation of front desk procedures. Reviews and updates desk procedures and communicates changes to staff. Coordinates with the business office as necessary on financial transactions.
5. Organizes membership events at the YMCA and represents the YMCA at community events to promote the YMCA.
6. Establish positive, result-oriented relationships with area businesses, corporations, and organizations.
7. Excellent verbal and written communication skills.
8. Ability to work independently.
9. Monitor and update all required staff certifications, scheduling and facility needs.
10. Must be detail oriented and have the ability to multi-task while working in a fast paced environment.

11. Must have strong customer service skills, be people oriented, be a person with a warm, friendly and easy-going communication style.
12. Address complaints and resolve staff problems.
13. Must be a problem solver, who is able to think quickly on their feet.
14. Ensure that staff are current with all required trainings.

**Member & Community Engagement:**

- Maintain an open door policy to meet members' needs by addressing immediate concerns.
- Develop, implement, and maintain a tour-tracking system to engage potential members.
- Communicate with new and existing members, ensuring high quality communication.
- Develop methods to listen to and inform members.
- Monitor and evaluate the effectiveness of member retention strategies.
- Establish, maintain, and grow cooperative relationships with community organizations and businesses.
- Develop methods to collect feedback and use member data to inform programming to better meet the needs of the community.
- Develop advocacy events coordinated with outside organizations to increase the YMCA's presence and cause within the community.
- Develop long-term goals met by the creation of quarterly plans for membership recruitment, retention, and engagement.

**Financial Management:**

- Review, plan and develop departmental budgets to meet fiscal objectives.
- Personally participate and solicit others for necessary YMCA financial development programs such as Annual Campaign and the annual fundraising auction.
- Responds to all member and community inquiries and complaints in timely manner.
- Assist with Special Events.
- Actively and enthusiastically support the goals and directions through effective completion of tasks and verbal display to peers, staff, members and guests.

**Salary Range:**

\$28,000 - \$33,000