



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ENGAGING OUR COMMUNITY

Job Title: **Member Engagement Director**
Leadership Level: Team Leader

Status: F/T, hourly
Reports to: Associate Executive Director

POSITION SUMMARY

Membership:

This position requires enthusiasm, high level thinking processes regularly, customer service, sales, and adequate supervisory experience. The position supports the work of the Y, a leading nonprofit committed to strengthening community through youth development, healthy living and social responsibility. Directs all aspects of membership and community engagement for the branch including recruitment and retention of members, engagement for new and existing corporate and community partnerships, and supervision of assigned staff. Focuses on strategic initiatives aimed to enhance member involvement and satisfaction. Intentionally fosters a cause-centered culture that is welcoming, genuine, hopeful, nurturing, and determined.

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

1. Membership

- Assess members, community members, program participants experience through survey, small groups & one-on-one conversations.
- Develops and implements outreach strategies that support recruitment of new members and retention of existing members. Enforces a member-focused culture and models relationship-building skills in all interactions with membership staff. Fosters a climate of innovation and works with front-line staff to resolve problems to ensure member satisfaction.
- Oversees and develops the membership sector in the fund-raising campaign. Setting goals, creating fundraising opportunities, and engaging with staff and members to benefit the Annual Campaign.
- Head oversight of all membership team members.
- Guides Membership Coordinator, when necessary, in recruiting, hiring, and training membership personnel and volunteers. Reviews and evaluates membership staff performance. Develops strategies to motivate membership staff and achieve professional goals.
- Plan & execute training and growth of all membership team members.
- Directs all policy and procedure changes that happen for front desk, delegating to Membership Coordinator for execution and communication.
- Attends and assists Membership Coordinator in quarterly front desk staff meetings.
- Develops and executes membership campaign to grow and retain membership and program numbers.

2. Wellness

- Assess members, community members, program participants experience through survey, small groups & one-on-one conversations.
- Attends and assists Wellness Coordinator in bi-yearly staff meetings.

- Works with Wellness Coordinator to create health and wellness initiatives and challenges that engage and support our members in their wellness journey.
3. Community Engagement
- Develops and implements membership events at the YMCA and represents the YMCA at community events. Works with Membership Coordinator & Wellness Coordinator to execute these events.
 - Creates and sustain social responsibility partnerships with other organizations such as the American Red Cross, local helping hands organizations, and other non-profits.
 - Create and sustain relationships with third-party aggregators, corporate partners for Workplace Wellness and sponsorships, and volunteers throughout the community.
 - Sits on community committees and coalitions that benefit the work of the YMCA and our overall community efforts.
4. Administrative
- Reviews monthly membership & wellness report prepared by their respective coordinator. Uses monthly, quarterly & yearly information to report on strategies and high-level plans to move forward engagement within the YMCA.
 - Participates in leadership meetings three times per month.
 - Creates marketing for membership campaigns, health & wellness programs, engagement events, and all other areas that apply to membership and health & wellness at the YMCA.
 - Oversee agreements & compliance with third-party aggregators and Workplace Wellness partners.

YMCA COMPETENCIES (Team Leader)

Mission Advancement: Engaging community, volunteerism, philanthropy, change leadership

Collaboration: champions activities, builds relationships, communicates effectively

Operational Effectiveness: critical thinking & decision making, fiscal management, functional expertise, innovation, program/project management

Developing & Inspiring People: developing self & others, emotional maturity

QUALIFICATIONS

1. Associate's or Bachelor's Degree.
2. 1-3 years of supervisory experience in customer service preferred.
3. YMCA Team leader Certification preferred (or obtained within 2 years)
4. Excellent people skills with experience talking to large and small groups of people
5. Excellent personal computer skills and experience with standard business software.
6. Ability to relate effectively to diverse groups of people from all social and economic segments of the community.

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.
- Must be willing and able to work a flexible schedule both in office and while out in the community. Evening & weekend work occasional.
- 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.
- Reliable transportation and valid driver's license.

- The employee must occasionally lift and/or move up to 50 pounds.
- Able to give facility tours & the ability to stand for long periods of time
- 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.

COMPENSATION

Job-Type: Full-time

Hourly Rate: \$19.00-\$20.50/hrs

Benefits:

- Generous retirement plan of 12% upon eligibility
- Paid time off
- FREE Family Membership
- Discounted and free Y programs
- Annual bonus eligible
- Access to supplemental insurance plans for dental, short & long-term disability, life, ect...

SUPERVISION

Staff reporting directly to this position: Membership Coordinator & Wellness Coordinator