



Worthington Area YMCA

Job Title: Membership Engagement Director

FLSA Status: Exempt, compensation per experience starting at \$45,000.

Reports to: Chief Executive Officer

Leadership Level: Team Leader

POSITION SUMMARY:

This position supports the work of the Y; a leading non-profit and charitable organization committed to strengthening community through Youth Development, Healthy Living and Social Responsibility. This position oversees the day-to-day operations associated with the Member Services desks at the Y by ensuring a welcoming and positive environment for all.

OUR CULTURE:

Our Mission and Core Values are brought to life by our culture. In the Y, we strive to live our cause with purpose and intentionality every day. We are welcoming: we are a place for all. 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 supportive: we desire to help you on your journey to develop and reach your full potential. We are determined: we are on a relentless quest to make our community stronger, which begins with you.

ESSENTIAL FUNCTIONS:

- Understand, follow, and demonstrate the Y Competencies while acting as a positive role model and implementing YMCA character development principles of the following four core values: Caring, Honesty, Responsibility, and Respect.
- Responsible for assuring high standards of quality and safety in accordance with YMCA risk management policies.
- Work to ensure marketing promotions provide a consistent message as a cause-driven charitable organization.
- Work with the Executive Director/CEO to develop your department's annual budget; monitor and adjust as needed.
- Play an active role and collaborate with other directors and Y's (participate in team meetings and special events).
- Occasionally work Manager on Duty weekend/nights as scheduled and annual Y special events as needed.
- Assure your own self-development through reading, research, and conference or training attendance.
- Knowledgeable in all functions of the Member Services Desk and all other customer service duties associated with programs and registrations.
- Complete program enrollments, cancellations, refunds/credits.
- Process membership paperwork including Financial Assistance applications, bank drafts, change forms, cancellations, refunds, renewals letters and expired credit card letters and filing.
- Prepare and record the daily deposit and funds received.
- Set a tone of providing excellent service for all at the Y and create a culture that embodies this philosophy.
- Report upon and take necessary actions in relation to RSO, accidents and incidents that occur within the facility.
- Build relationships by using names and initiating conversations with all (members/staff/guests).
- Closely monitor and report on monthly - annual membership and program statistics for the Y Board/committee.
- Develop and implement a year-round ongoing membership promotion program and engagement incentives.
- Analyze data to continually improve engagement efforts and ensure they align with the organization's goals.
- Assist staff and board members in establishing membership policies.
- Recruit, hire, train, supervise, and develop all employees and volunteers within your department.
- Manage department scheduling and monitor vacant shifts for vacations, illness, and no shows.
- Motivate and engage your employees and volunteers to increase retention and understanding of our Cause.
- Conduct annual performance reviews on all employees within your department.
- Ensure payroll is submitted for your department within timelines set forth.
- Manage group rentals for facility.
- Order office supplies
- Assist with the Strong Community Campaign.

Other Duties:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties and responsibilities may change at any time with or without notice to align with goals.

LEADERSHIP COMPETENCIES:

- Change Leadership:** Facilitates, co-creates, and implements equitable change for the good of the organization and/or community.
- Engaging Community:** Builds bridges with others in the community to ensure the Y's work is community focused and welcoming of all, providing community benefit.
- Philanthropy:** Secures resources and support to advance the Y's work.
- Volunteerism:** Engages volunteers and promotes social responsibility at all levels of the organization.
- Collaboration:** Creates sustainable relationships within the Y and with other organizations inservice to the community.
- Communication & Influence:** Listens and expresses self effectively and in a way that engages, inspires, and builds commitment to Y's cause.
- Inclusion:** Values all people for their unique talents and takes an active role in promoting practices that support diversity, inclusion, and global work, as well as cultural competence.
- Critical Thinking & Decision Making:** Makes informed decisions based on logic, data, and sound judgment.
- Fiscal Management:** Manages the Y's resources responsibly and sustains the Y's nonprofit business model.
- Functional Expertise:** Executes superior technical skills for the role.
- Innovation:** Creates and implements new and relevant approaches and activities that improve and expand upon the Y's work and impact in the community.
- Program / Project Management:** Ensures program or project goals are met and intended impact occurs.
- Developing Self & Others:** Develops self and supports others (e.g., staff, volunteers, members, program participants), both formally and informally, to achieve their highest potential.

QUALIFICATIONS:

- Bachelor's degree in a related field with a minimum of two years in a supervisory customer service field recommended.
- Knowledge and experience to relate effectively with diverse groups of people from all ages, social, and economic segments of the community while articulating and demonstrating the Y's purpose, mission, and character values.
- Excellent cash handling skills and bookkeeping experience a plus
- Excellent human relation skills and an ability to maintain positive communication with staff, members, and guests.
- Ability to address and make solid decisions in emergency situations. CPR/First Aid Cert. obtained within 6 months.
- Excellent verbal and written communication skills including telephone etiquette and a high level of confidentiality.
- Experience with Microsoft Office, Member Services software (Daxko), Employee Payroll.

WORK ENVIRONMENT & PHYSICAL DEMANDS:

- The physical demands described here are representative of those that must be met by an employee to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Employees may frequently be required to lift up to 50 lbs, stand, walk, sit, use hands to manipulate objects, reach with hands and arms, climb or balance, stoop, kneel, crouch or crawl, talk, see, and hear.

AAP/EEO Statement

The Worthington YMCA provides equal employment opportunities (EEO) to all employees and applicants for employment with regards to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, the Y complies with applicable state and local laws governing nondiscrimination in employment. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

SIGNATURE:

I have reviewed and fully understand this job description.

Employee's Name (please print)	Employee's Signature	Today's Date
Employer's Name (please print)	Employer's Signature	Today's Date