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## IT'S FUN TO WORK AT THE Y...

Department	<b>Membership</b>
Job Title	<b>Program Director-Membership Services</b>
Reports To	<b>Branch Executive Director</b>
Job Description	<ul style="list-style-type: none"> <li>• Implements membership strategies and processes that support recruitment of new units/members (sales) and retention of existing members.</li> <li>• Creates a member-focused culture and models relationship-building skills in all interactions. Resolves problems to ensure member satisfaction.</li> <li>• Implements a fair and equitable financial assistance process for all who apply.</li> <li>• Recruits, hires, trains, develops, schedules, and directs personnel and volunteers.</li> <li>• Promotes program and membership enrollment in interactions with existing and potential members.</li> <li>• Coordinates program registration, including logistics to support phone, walk-in and web registration.</li> <li>• Coordinates marketing efforts to maximize enrollments and provides ongoing support to Program Directors on related issues.</li> <li>• Participates in the planning of the annual budget. Coordinates with the business office as necessary on financial transactions.</li> <li>• Ensures proper implementation of welcome center procedures. Reviews and updates procedures and communicates changes to staff.</li> <li>• Organizes membership events at the YMCA and represents the YMCA at community events to promote the YMCA.</li> <li>• Participates in staff meetings and/or related meetings. Takes a leadership role in the planning and coordination of branch-wide events.</li> </ul>
Location	425 S 15 <sup>th</sup> Street, Allentown, PA 18102
Status	Full-Time-Salaried
Educational Requirements or Experience Required	Bachelor's Degree Preferred (Bilingual-Spanish-preferred)
Respond To	Please email the Greater Valley Y Employment Application to: <a href="mailto:jodiperry@gv-ymca.org">jodiperry@gv-ymca.org</a> or submit to Welcome Center. Open until the job is filled.
Date Posted	October 11, 2021

Equal Opportunity Employer

**GREATER VALLEY YMCA**  
**ALLENTOWN BRANCH**  
 425 S 15<sup>th</sup> Street, Allentown, PA 18102  
 P 610-351-9622 W [gv-ymca.org](http://gv-ymca.org)