



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## GREATER VALLEY YMCA POSITION DESCRIPTION

Job Title: **Program Director-Membership Services**  
Status: Exempt (Full-Time)  
Reports to: Branch Executive Director

Department: Membership  
Revision Date: 1/10/22

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### POSITION SUMMARY:

This position supports the work of the Y, a leading non-profit committed to strengthening the community through youth development, healthy living, and social responsibility. Directs all aspects of membership for the branch including recruitment of new members, retention of existing members, and supervision of assigned staff. Helps to build the community's understanding of the YMCA's cause and impact. Develops, plans, and implements new procedures and methods to achieve strategic goals.

### CORE FUNCTIONS:

1. **Member Experience:** Through exceptional engagement and relationship building, creates outstanding, personalized customer experiences that foster loyalty to the Y and commitment to its mission, cause, and values as well as encouraging long-lasting and deeper connections between members.
2. **Safe/Clean Environment:** Provides safe, clean, and well-maintained equipment and facilities to assist with best supporting the people we serve.
3. **Programs/Services:** Based on member feedback and availability, provides exceptional service offerings during desired/available times, ensuring quality curriculums and member-focused staff.
4. **Leadership Development:** Recruits, hires, trains, manages, appreciates, and leads a qualified and committed staff/volunteers who represent the communities we serve and are held accountable for welcoming and valuing members and incorporating relationship-building and member achievement into all programs.
5. **Marketing and Communication:** Keeps members and prospective members informed in a timely fashion and uses a variety of clear, concise methods. All communications materials are grounded in the language of the Y's cause and mission and reflect the diversity of people the Y engages and maintains the Y's reputation by promoting the value and impact of being a Y member.
6. **Social Responsibility:** Understands and models YMCA values. Focuses on creating positive social and community change through the development of meaningful programs and services and helping to ensure that everyone has access.

### ESSENTIAL FUNCTIONS:

1. Implements membership strategies and processes that support recruitment of new units/members (sales) and retention of existing members.

2. Creates a member-focused culture and models relationship-building skills in all interactions.
3. Fosters a climate of innovation.
4. Resolves problems to ensure member satisfaction.
5. Implements retention and appreciation strategies for existing members.
6. Implements a fair and equitable financial assistance process for all who apply.
7. Recruits, hires, trains, develops, schedules, and directs personnel and volunteers as needed. Reviews and evaluates staff performance. Develops strategies to motivate staff and achieve goals.
8. Promotes program and membership enrollment in interactions with existing and potential members.
9. Coordinates program registration, including logistics to support phone, walk-in, and web registration.
10. Coordinates with marketing efforts to maximize enrollments and provides ongoing support to Program Directors on related issues.
11. Participates in the planning of the annual budget; manages and implements the approved budget for membership and takes appropriate action to correct variances.
12. Ensures proper implementation of welcome center procedures. Reviews and updates procedures and communicates changes to staff.
13. Coordinates with the business office as necessary on financial transactions.
14. Organizes membership events at the YMCA and represents the YMCA at community events to promote the YMCA.
15. Leads assigned aspects of the fund-raising campaign.
16. Participates in staff meetings and/or related meetings.
17. Takes a leadership role in the planning and coordination of branch-wide events.
18. Performs other duties as assigned in accordance with the planned Chart of Work.

#### **YMCA COMPETENCIES (Team Leader):**

**Mission Advancement:** Models and teaches the Ys values. Ensures an elevated 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 tailor 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.

### **QUALIFICATIONS:**

1. Bachelor's degree in related field preferred or equivalent combination of education and experience preferred.
2. Previous supervisory experience in customer service preferred.
3. Excellent personal computer skills and experience with standard business software.
4. Ability to relate effectively to diverse groups of people from all social and economic segments of the community.
5. Bi-Lingual (Spanish preferred).

### **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.

- 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.
- The employee must occasionally lift and/or move up to 25-50 pounds.
- 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.

### **SELF-MOTIVATION & INNOVATION:**

To be able to accomplish the goals set forth in this job description, the incumbent will need to possess a will to succeed. "What can I do to advance the Y and help it become more successful?" should be the mindset. The heart of the position will be the ability to look past "what is" and to see "what can/should be." Therefore, an elevated level of self-motivation and innovation/creativity is required to be successful at this position.

### **EFFECT ON END RESULT:**

Key indicators for the successful fulfillment of this position are measured by:

1. Achievement of monthly membership financial objectives
2. Membership staff performing at increasingly higher levels; maintenance of positive morale amongst staff; high satisfaction of membership staff team
3. Increasing membership growth, retention, and satisfaction

4. Achievement of YMCA strategic plan objectives, as they relate to the department.
5. Increased understanding by the members of what the Y is, why the Y is important, and why the Y is deserving of public support.
6. The branch's service to the members grows stronger every year.

**SIGNATURE:**

I have read and understand the job description for my position at the Greater Valley YMCA. The above statements are intended to describe the general nature and level of work being performed by persons assigned to this position. They are not intended to be an all-exhaustive list of all associated responsibilities, skills, efforts, or working conditions. The Greater Valley YMCA reserves the right to change, amend, add, delete, and otherwise assign all duties, responsibilities, and position titles as it deems necessary to meet the needs of the business.

Employee Printed Name: \_\_\_\_\_ Employee Signature: \_\_\_\_\_

Supervisor Printed Name: \_\_\_\_\_ Supervisor Signature: \_\_\_\_\_

Today's Date: \_\_\_\_\_