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FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA JOB DESCRIPTION

Job Title: **Membership Marketing Director**

Full-time Non-Exempt - Pay Range: \$24 - \$26 per hour with Benefits

Schedule: Mostly Monday – Friday but weekends, mornings and evenings are required on occasion.

Reports to: Chief Operations Officer

POSITION SUMMARY:

Directs all aspects of membership for the organization including recruitment of new members, retention of existing members and supervision of assigned staff. Develops, plans and implements new procedures and methods to achieve strategic goals. Directs all aspects of marketing, social media, website, activities, oversees Brand equity, and delivery of full integrated marketing strategy.

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 (including Listen First) in all interactions. Fosters a climate of innovation and resolves problems to ensure member satisfaction.
2. 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.
3. Promotes program and membership enrollment in interactions with existing and potential members. Coordinates program registration, including logistics to support phone, walk-in and web registration.
4. Participates in the planning of the annual budget; manages and implements the approved budget for membership and takes appropriate action to correct variances
5. Ensures proper implementation of front desk procedures. Reviews and updates desk procedures and communicates changes to staff.
6. Organizes membership events at the YMCA and represents the YMCA at community events to promote the YMCA.
7. Direct and oversee marketing includes:
 - a. Working with the management team to develop and implement a Brand and Marketing strategy and tactics.
 - b. Implementation of marketing campaigns, events, digital marketing, and public relations.
 - c. Coordinate marketing efforts to maximize enrollment and provide ongoing support to Program Directors on related issues. Oversee the management of social media such as Y Facebook, Twitter, etc. and other Y advertising including TV and radio.
8. Leads assigned aspects of the fund-raising campaign.
9. Participates in staff meetings and/or related meetings.
10. Leadership Development: Incorporate Dare to Lead (D2L) skills, culture and philosophy in Y comporment. Insure Direct Reports have clarity of expectations that they train and implement D2L with all staff.

QUALIFICATIONS:

1. Bachelor's degree in related field preferred or equivalent combination of education and experience.
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. Excellent organizational skills
6. Bi-lingual Preferred

PHYSICAL DEMANDS:

1. Sufficient strength, agility and mobility to perform essential functions and to supervise facilities and membership program activities in a wide variety of indoor and outdoor locations.
2. Ability to perform essential movements such as, but not limited to, the following: reaching overhead, crouching, kneeling, carrying, lifting 40 pounds, twisting of the waist, shoulders and legs.