



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

Job Title: **Senior Membership Engagement Manager**

FLSA Status: Exempt

Reports to: Associate Executive Director

Revision Date: 9/25/17

POSITION SUMMARY:

Under the general direction of the Associate Branch Executive, and in accordance with the mission, policies, and goal of the Manitowoc Two Rivers Y, the Senior Membership Services Manager will plan, coordinate, develop, and monitor all membership and administration operations. This includes fiscal management, member communications, and connecting members, creating small groups, plan and assisting with member events. The position is also responsible for recruiting, hiring, training, supervision, evaluating employees and volunteers to ensure they are representative of the mission of the Manitowoc-Two Rivers YMCA.

ESSENTIAL FUNCTIONS:

1. Provides excellent service to members, guests, and program participants at the Y and off site locations, contributing to member retention.
2. Supervise and direct the Membership Administration/Operations for the Membership Department
3. Conduct interviews and/or tours responsive to the needs of prospective members; sells memberships.
4. Builds relationships with members; helps members connect with one another and the YMCA.
5. Handles and resolves membership concerns and informs supervisor of unusual situations or unresolved issues.
6. Applies all YMCA policies dealing with member services.
7. Create and implement action plans that will track, analyze, and provide membership statistics focused on retention and recruitment of members. Oversee all functions of the membership database
8. Develop and monitor budgets for the department and related areas of operations ensuring the department operates within established budget goals and guidelines.
9. Be an ambassador for the YMCA when engaging members and community. Effectively articulating the benefits of the Manitowoc-Two Rivers YMCA, it's mission, goals, values, and community impact
10. Participate and lead staff meetings and community meetings and/or special events in support of the YMCA membership.
11. Performs other duties as assigned.

YMCA COMPETENCIES (Leader):

Mission Advancement: Accepts and demonstrates the YMCA's values. Demonstrates a desire to serve others and fulfill community needs. Recruits volunteers and builds effective, supportive working relationships with them. Supports fund-raising.

Collaboration: Works effectively with people of different backgrounds, abilities, opinions, and perceptions. Builds a rapport and relates well to others. Seeks first to understand the other person's point of view, and remains calm in challenging situations. Listens for understanding and meaning; speaks and writes effectively. Takes initiative to assist in developing others.

Operational Effectiveness: Makes sound judgments and transfers learning from one situation to another. Embraces new approaches and discovers ideas to create a better member experience. Establishes goals, clarifies tasks, plans work and actively participates in meetings. Follows budgeting policies and procedures, and reports all financial irregularities immediately. Strives to meet or exceed goals and deliver a high-value experience for members.

Personal Growth: Pursues self-development that enhances job performance. Demonstrates an openness to change, and seeks opportunities in the change process. Accurately assesses personal feelings, strengths and limitations and how they impact relationships. 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.
2. Excellent interpersonal and problem solving skills. Strong written and verbal communication skills
3. Ability to relate effectively to diverse groups of people from all social and economic segments of the community
4. Previous customer service, sales or related experience.
5. Must be comfortable using EXCEL, Word, and Publisher business software. Experience using InDesign and Photoshop a plus.
6. Must have the ability to work a flexible schedule that may include nights and weekends

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.
- The employee must be able to move around the work environment while conducting tours and engaging the YMCA membership base.
- The employee must occasionally lift and/or move up to 10 pounds.
- The noise level in the work environment is usually moderate.

SIGNATURE:

I have reviewed and understand this job description.

Employee's name

Employee's signature

Today's date: _____

Interested candidates should submit a completed Manitowoc-Two Rivers YMCA Job Application and professional resume to Joe Metzen, Associate Executive Director at the Manitowoc-Two Rivers YMCA. YMCA Job Applications are available at mtrymca.org or at the YMCA front desk.

Contact Information: Manitowoc-Two Rivers YMCA, PO Box 471 Manitowoc, WI 54221 or jmetzen@mtrymca.org

YMCA JOB DESCRIPTION FOR MEMBERSHIP REPRESENTATIVE