



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

## **BATH AREA FAMILY YMCA JOB DESCRIPTION**

Job Title: **Member Engagement Director**

FLSA Status: Exempt Multi-Branch

Reports to: Branch Executive Directors

Revision Date: 11/11/19

Leadership Level: Team Leader

Primary Function/Department: Membership

### **POSITION SUMMARY:**

This position supports the work of the Y, a leading nonprofit, charitable organization committed to strengthening community through youth development, healthy living and social responsibility. The Member Engagement Director will be split between the Bath Area Family YMCA and the Landing YMCA and will serve and support both our internal and external members and create meaningful relationships that promote growth and development.

### **OUR CULTURE:**

Our mission and core values are brought to life by our culture. In the Y, we strive to live our cause of strengthening communities with purpose and intentionality every day. **We are welcoming:** we are open to all. We are a place where you can belong and become. **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 nurturing:** we support you in your journey to develop your full potential. **We are determined:** above all else, we are on a relentless quest to make our community stronger beginning with you.

### **ESSENTIAL FUNCTIONS:**

1. Assist Executive Director/CEO in developing strong relationships with businesses, volunteers, members, and community at large.
2. Assist Executive Director/CEO in developing strong relationships with donors including playing an active role in the association's annual support campaign and United Way partnership.
3. Develop and implement a comprehensive annual marketing plan and calendar.
4. Coordinate branch specific events and incentives in order to build retention and increase member experiences.
5. Work with Senior Branch Staff to meet branch and Association goals for member acquisition and retention.
6. Develops association communication material, including but not limited to, newsletters, program material, PSAs & media releases, website, and campaign material.
7. Create and implement a comprehensive member connection program reflected in high member retention.
8. Enhance corporate relationships in entire YMCA service area.
9. Hire, train, schedule and supervise all member services staff members and other staff as assigned, at both branches.
10. Manage the front desk staff, payroll, program registrations, billing, returns, daily deposits and reports.

**The Y: We're for youth development, healthy living, and social responsibility.**



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11. Maintain accurate records on all employees, including required certifications & trainings, and conduct scheduled performance reviews.
12. Review new memberships.
13. Audit work member issues.
14. Lead committee with the Board of Directors.
15. Is "hands on" at the Service Centers.
16. Ensure the cleanliness and organization of the Service Centers.
17. Administer special membership programs including SilverSneakers, Military, and Corporate Memberships.
18. Administer the association's membership financial assistance program.
19. Work as a member of the staff team and interact with members, guests and other community leaders in a positive manner; and assist in developing and leading special events.
20. Attend all staff training and meetings as required.
21. Uphold YMCA policies and philosophy; use character development as a basis in working with members, participants, the public and staff.
22. Have complete knowledge of all association emergency procedures.
23. Assist supervisor, Executive Director and staff team as necessary / requested to ensure successful outcome of YMCA operations and mission.

#### **EFFECTS ON END RESULT:**

The effectiveness of the incumbents' fulfillment of this position should be measured by:

1. A YMCA that has strong relationships with its members and donors as reflected in membership retention, donor participation, and an annual campaign that exceeds its goal.
2. A YMCA that is welcoming and supportive of Health Seekers.
3. A YMCA that is welcoming to the community and reflects our mission and values.
4. A YMCA whose programs and services nurture the potential of youth and teens; improve people's health and well-being; and provide opportunities for people to give back and support their neighbors.

#### **LEADERSHIP COMPETENCIES:**

- Engaging Community
- Communication & Influence
- Developing Self & Others

#### **QUALIFICATIONS:**

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



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- Typical requirements within 30 days of hire include completion of Redwoods Trainings, CPR, and First Aid.
- Understands the YMCA is a public accommodation committed to inclusion and compliance with the Americans with Disabilities Act (ADA).

**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 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: \_\_\_\_\_