



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

NAUGATUCK YMCA JOB DESCRIPTION

Job Title: **Membership Director**

Reports to: **Chief Executive Officer**

FLSA Status: **Exempt**

Revision Date: **11/20/2021**

Leadership Level: **Team Leader**

Primary Function/Department: **Administration**

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 **Membership Director** at the Naugatuck YMCA intentionally fosters a cause-centered culture that is welcoming, genuine, hopeful, nurturing, and determined. This person will be responsible for daily reporting, tracking, and administrative duties that are crucial to the checks and balances of the Membership department. The Membership Director also builds the community's understanding of the Y's cause and impact through development and implementation of effective marketing and communications strategies, which in turn, encourages new member growth and current member retention.

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.

QUALIFICATIONS:

- Bachelor's degree in related field preferred **or** Equivalent combination of education and experience.
- YMCA Team Leader certification preferred.
- Previous supervisory experience in customer service preferred.
- Excellent personal computer skills and experience with standard business software.
- Proficient in; Microsoft Excel and Publisher. Google analytics and Social Media Publishing Preferred. Photoshop, Illustrator, and/or InDesign proficiency also preferred.
- Strong project management skills.
- Ability to relate effectively to diverse groups of people from all social and economic segments of the community.

ESSENTIAL FUNCTIONS:

1. Serve as the foremost ambassador of the Naugatuck YMCA as the gatekeeper to all the YMCA offers.
2. Oversee the synergy between the Membership and Wellness departments
3. Promotes program and membership enrollment interactions with existing and potential members. Coordinates program registration including logistics to support phone, walk-in, and web registration.
4. Ensures a level of service and engagement that fosters loyalty among those we serve.
5. Organizes membership events both at the YMCA and outside of the YMCA. Including but not limited to monthly, quarterly, and Annual special events and family programming.
6. Represents the YMCA by attending and hosting YMCA tables at community events.
7. Ensures proper implementation of Welcome Center procedures. Reviews and updates Welcome Center procedures and communicates changes to staff in a clear, concise way.

Employee Initials _____



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8. Manage Welcome Center/Member Service, Wellness, and Child Watch Staff team.
9. Create and manage staff work Schedules including shift changes due to call outs, no shows, or sick time.
10. Hire, train, evaluate, and supervise Welcome Center staff (including WC Shift Leader) and Child Care Welcome Staff. Provides development and leadership for them to be successful.
11. Coordinates with the business office as necessary on financial transactions.
 - Quarterly & Semi-Annual, or Annual invoicing for Memberships.
 - Monthly monitoring of All membership actions
 - Maintain, monitor, and report, on all payroll deducted memberships, including City, State, and Hospitals, and all other Corporate or third-party billed memberships
12. Manage and update monthly Membership reporting and submit to CEO on time.
13. Review, verify, and process all Membership Financial Aid requests.
 - Re-verify all Membership Financial Aid awards on an Annual basis.
14. Participate and create Membership annual budget; based on the budgeting philosophy of the Naugatuck YMCA team.
15. Manage and implement the approved budget for membership and takes appropriate action to correct variances monthly.
16. Data Monitoring and Reporting including, but not limited to:
 - Establishes monthly database cleanup reporting procedures and executes them.
 - Develops quality assurance plan to ensure data is recorded correctly and timely by Y program staff.
 - Maintains advanced knowledge of Daxko, including participating in the Daxko community and Daxko support.
 - Manage daily membership audits. Ensuring data is correct and complete in operating system. Make changes as needed to member accounts and scheduled drafts.
 - Daxko Employee Audit; Discount group audit; Adjustment reports
 - CC and ET Return Report and follow-up with members to update info and collect balance.
 - Return and invoice collection summary, communicating monthly with the Finance Director
 - Access denied reports; Membership terminations, Verifications; Raptor Batch Scans
 - Manage Personal Training drafting, returns, and collections
17. Produce and/or coordinate the production of the session program guide, internal signage, campaign collateral, posters, and promotional flyers/materials.
18. Coordinates projects with the Y's contracted design firm, assign, and/or produce and distribute informational updates to members, staff donors, community stakeholders and participants i.e. newsletter, video communication board, signage, E newsletters, photos, videos, etc. as needed and according to the organizational marketing plan.
19. Participates and supports the Ys Community Support Campaign.
20. Act as a contact for staff for special events and facility programming.
21. Act as a contact for members for weather related and facility related announcements including the phone system, website, Y Cloud, and social media outlets.
22. Assist in conducting surveys related to developing new improvements and strategies in specific target areas as well as customer satisfaction and knowledge.
 - Provides and maintains related statistics and reports.
23. Contributes to the success of association wide programs and functions as requested by the Chief Executive Officer.
24. Director on Duty shifts will be assigned including an evening coverage and rotational Saturday coverage.
25. All other duties to be assigned by Supervisor.



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LEADERSHIP COMPETENCIES:

- Engaging Community
- Communication & Influence
- Project/Program Management
- Inclusion

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.
- Physical activities associated with position may require; climbing, balancing, stooping, kneeling, crouching, crawling, reaching, standing, walking, pushing, pulling, lifting, talking, hearing and engaging in repetitive motions
- Physical demands may include exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
- The employee must occasionally lift and/or move up to 40 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.
- Moderate exposure to infections.

SIGNATURE:

I have reviewed and understand this job description.

Employee's name

Employee's signature

Today's Date