



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## OPEN POSITION ANNOUNCEMENT

\*\*\*INTERNAL APPLICANTS ONLY\*\*\*

**Position:** Member Engagement Director (FT) – Camp Minikani  
**Locations:** YMCA Camp Minikani (875 Amy Belle Road Hubertus, WI)  
**Reports to:** Executive Director – Camp Minikani  
**Wage Range:** Commensurate with experience

### **Major Responsibilities:**

- Create a camp engagement culture that is focused on relationship building and provides opportunities for all sectors of the Milwaukee Y community to become involved and engaged with camp programs and support.
- Oversee innovative sales and marketing initiatives; guide and develop staff teams in achieving enrollment and retention objectives through powerful engagement opportunities both on and offsite.
- Serve as lead coordinator of camp's operational functions that affect constituents; responsible for the orientation, training & role modeling of all staff for engagement strategies, experience standards & relationship building; ensure that all public areas are well presented.
- Operate camp business office functions through mission-driven interactions that deliver a strong sense of relationships and community. Ensure summer office operations are efficient and effective.
- Develop, implement and provide leadership to innovative camp communication and social media strategies as well as community events. The communication strategy encompasses: management of the camp websites, social media outlets and camp marketing materials.
- Review camp and group satisfaction surveys regularly to ensure campers, families and guests feel welcome and actively respond to the results. Monitor & strengthen key drivers; camp loyalty, cleanliness, friendliness.
- Establish annual performance objectives related to camp enrollment and retention and best practices for all staff, including demonstrating behaviors that facilitate relationships with and among the camp community.
- Provide leadership to the Camp Engagement Committee of the Minikani board.
- Role model collaborative leadership behaviors between camp program areas and centers and ensure staff demonstrate the same. Serve as a primary connector between camp and the membership centers.
- Prepare materials for center staff teams to create "knowledge experts" regarding camp programs.
- Identify additional opportunities to move camp strategies forward by engaging outside experts and interns.
- Maintain strong fiscal stewardship through the development and monitoring of the approved annual budget.
- Policies, systems, and procedures that support the achievement of best practices in membership development.
- Responsible for other duties and projects as assigned by the Executive Director.

### **Qualifications:**

- College degree in marketing, business or related field is preferred along with 6 years related work experience with a minimum of 3 years in a supervisory customer (member) service environment.
- Demonstrated success in leading work teams while producing quality results within tight timeframes, simultaneously managing several projects and facilitating productive group meetings.
- "Role Model" member service behaviors; tactfully resolving conflict, handling confidential information, etc.,
- Proficient knowledge level of member and program business systems of the organization.
- Highly organized and accurate; able to hold others accountable for same level of skill.
- Possess effective and professional written and verbal communication skills.
- Working knowledge of budgeting and forecasting.
- Effectively employ a coaching/counseling approach through formal and informal sessions.
- Skilled in working with Microsoft Office Suite programs is preferred.

### **Benefits:**

Excellent benefits include health/dental/life insurance, 12% fully paid retirement plan, free membership and discounted YMCA child care and other programs. The incumbent will exhibit the core values of caring, honesty, respect, and responsibility in all aspects of their work with the YMCA

**Deadline:** January 25, 2016

**Apply Online:** <https://apply.ycamke.org>

*The Y is the nation's leading nonprofit committed to strengthening communities through youth development, healthy living and social responsibility*

**Equal Opportunity Employer  
THE YMCA WELCOMES A  
DIVERSE WORKFORCE**