



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## OPEN POSITION ANNOUNCEMENT

- Position:**                    **Membership Director (FT)**
- Location:**                 Rite-Hite YMCA (9250 N. Green Bay Rd., Brown Deer, WI)
- Reports to:**                Association Director of Membership
- Wage Range:**             \$47,000 - \$50,000 (Commensurate with Experience)

The Membership Director is responsible for providing the overall leadership that ensures delivery of high quality, exceptional member experiences for both existing members and potential membership. Through driving a customer focused culture, the Membership Director oversees the center Engagement and Sales teams that strive to continually improve all aspects of the member experience. The Membership Director is the main driver for the growth of membership revenue through the management of incoming prospects and retention of existing members.

### **Major Responsibilities:**

- Drive a member-engagement culture through a team based structure that encourages relationships and provides opportunities for members to become involved, serve, and lead YMCA programs
- Drive a sales culture through the sales team focused on strong outreach, onboarding, and follow through to ensure members are successfully transitioned from a lead to a member.
- Serve as a leader to coordinate the center's operational functions that impact members; ensuring that all public areas are well presented
- Supervise the center Team Leads that are responsible for delivery of the orientation, training & role modeling, and evaluation of sales and engagement strategies, experience standards & relationship building.
- Supervise the center Sales Agents that are responsible for new member tracking, outreach, and onboarding.
- In conjunction with Association Director of Membership, ensure center Customer Service Specialists meet the needs of the Membership team.
- Provide direction, leadership, support, and timely feedback to Team Leads, Sales Agents, and engagement team through strategic planning, process evaluation and improvement, and performance management
- Operate membership as a mission-driven program that, even absent other programs, delivers values, fun, support for health & well-being through a strong sense of relationships and community
- Develop, meet and exceed monthly/annual Membership goals
- Develop and execute systems that ensure consistent prospective & existing member tracking, follow up & engagement
- Monitor new member surveys monthly to ensure members feel welcome and actively respond to the results
- Monitor & strengthen key drivers; member loyalty, cleanliness, friendliness and value for the money
- Establish annual performance objectives related to membership best practices for all staff, including demonstrating behaviors that facilitate relationships with and among members
- Provides direction in member integration discipline including behavior modification by staff in all core service lines; interviewing, training, deployment & ongoing education

- Role model collaborative leadership behaviors between all center areas; hold others accountable and work to rectify issues
- Prepare staff teams as the “knowledge experts” regarding Y programs and services
- Commit adequate resources to develop and facilitate appropriate relationships with and between members.
- Maintain strong fiscal stewardship through the development and monitoring of the approved annual budget
- Responsible for other duties and projects as assigned by the Center Leader or Association Director of Membership

**Qualifications:**

- College degree preferred, 6 years related work experience with a minimum of three years in a supervisory customer (member) service environment.
- Experience working with Daxko, Microsoft Excel, Word and Outlook is preferred.
- Demonstrated proactive member (customer) service along with the ability to deal with a variety of members, staff and volunteers through effective written and verbal communication.
- “Role Model” member service behaviors; tactfully resolving conflict, handle confidential information, etc.
- Proficient knowledge of Daxko Operations and Daxko Engage
- Proven track record of meeting and exceeding goals in a sales environment
- Highly organized and accurate; able to hold others accountable for the same level of skill.
- Possesses 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 program is preferred.
- First Responder training completed within 20 days of Hire.

**Benefits:**

Competitive benefits include health/dental/life insurance, **12% fully paid** retirement plan, **free Milwaukee Y membership** and discounted Y 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:                    October 9, 2017**

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