



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

KANDIYOHI COUNTY AREA FAMILY YMCA JOB DESCRIPTION

Job Title: **Membership & Marketing Director**

FLSA Status: Exempt

Reports to: Associate Executive Director

Leadership Level: Team Leader

Job Code: XXXX

Job Grade: XX

Revision Date: 2/2019

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 Membership & Marketing Director at Kandiyohi County Area Family YMCA intentionally fosters a cause-centered culture that is welcoming, genuine, hopeful, nurturing, and determined and also builds the community's understanding of the YMCA's cause and impact through development and implementation of effective marketing and communications strategies.

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. Ensures programs and services meet community needs and a level of service and engagement that fosters loyalty among those we serve.
2. Promotes program and membership enrollment with existing and potential members. Coordinates program registration with development and production of program information to maximize enrollment in accordance with membership and marketing plan and provides ongoing support to Program Directors on related issues.
3. Establishes contacts with media representatives, writes and submits press releases when appropriate and maintains files of YMCA's media relations. Builds relationships with key stakeholders, such as service groups, community organizations, and/or companies to support programs or projects.
4. Plans and coordinates membership and special events at the YMCA. Make presentations about the YMCA and represent the YMCA at community events to promote the YMCA.
5. Ensures proper implementation of Welcome Center procedures. Reviews and updates desk procedures and communicates changes to staff in a clear, concise way. Coordinates with the finance office as necessary on financial transactions.
6. Manages Membership and Marketing, including developing budget to meet fiscal objectives, compiling membership statistics to monitor and evaluate sales activity, terminations, and retention and takes appropriate action to correct variances.
7. Develops annual operating goals and objectives for membership and marketing, monitors the plan and takes action to ensure goals and objectives are met.
8. Hires, trains, evaluates and supervises diverse staff and volunteer teams and provides leadership to successfully onboard and develop.
9. Manages and implements insurance reimbursement program(s) and completes processing and reconciliation of all 3rd party billings.



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10. Educates staff, volunteers, and members about the charitable nature of the Y; may lead assigned aspects of fundraising campaign.
11. Assume other duties, responsibilities and projects identified as needed by the employee and approved and/or assigned by supervisor.

LEADERSHIP COMPETENCIES:

- Engaging Community
- Communication & Influence
- Inclusion
- Developing Self & Others
- Emotional Maturity

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 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, including the ability to make presentations and handle media inquiries.
- BLS/BFA/02 certification within first 30 days of employment.

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 50 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: _____