



YMCA of Indiana County			
Employee Job Description			
Position Title:	Director of Member Services	Department:	Membership
Reports To:	Associate Executive Director	Grade:	
Classification:	Full time/Part Time/ Seasonal	Job Code:	MDMS-7102

GENERAL FUNCTION:

Under the direction of the Associate Executive Director, the Director of Member Services is responsible for the development of membership programs, and services in coordination with the association marketing department. Responsibilities include membership sales, program sales, retention efforts, front desk operations, and staff training. Program and marketing functions include conducting market and program research, related data collecting and analysis, developing new membership initiatives and retention programs, member communications. This position is also responsible for working closely with the Director of Business Services in monitoring members' accounts as it relates to maintaining the accounts in a status. Must also demonstrate a commitment to YMCA Core Values of Caring, Honesty, Respect and Responsibility.

CORE COMPETENCIES:

- Provides a quality experience for everyone, including but not limited to Health Seekers, Members, Participants, Internal Customers, Fellow Staff Members, Vendors, and others.
- Treats everyone with courtesy, respect, and consideration; displays integrity; listens actively and genuinely; communicates in a clear and pleasant manner; embraces differences among people; demonstrates an active willingness to learn and grow; accepts constructive criticism; works cooperatively as a team member.

KNOWLEDGE – SKILLS - ABILITIES:

A bachelor's degree or equivalent and two years of supervisory experience in a customer service or marketing environment are desired. Must possess strong communication skills, sound reasoning ability and aptitude for working with others in a patient professional manner that instills the YMCA character development values and mission. Skills in planning and managing a budget, and experience using Microsoft Office are desirable. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

JOB RESPONSIBILITIES:

- Implements, and manages the membership services department, budget, and all revenue projections associated with the department.
- Hires, develops, and supervises all member services staff and ensures quality of efforts in member retention, membership sales and front desk customer service.
- Ensures that all business transactions are completed in accordance with the policies of the YMCA of Indiana County.
- Develops and administers the marketing and advertising strategies according to YMCA of Indiana County marketing guidelines. Assists with new ventures, program launches and repositioning.
- Implements an annual membership sales and retention plan for the center. Develops a calendar of member recognition and appreciation events and activities.
- Communicates the programs and objectives of the YMCA to members and prospective members as well as the community using newsletter, brochures, flyers, posters, and bulletin boards, as well as off-site presentation.
- Implements the annual member survey. Evaluates and communicates Member Satisfaction Survey results to staff, committee, and membership.

- Coordinates the preparation of program brochures and other promotional material in accordance with YMCA of Indiana County marketing guidelines.
- Provide direction, focus, creativity, and consistency to the YMCA's image effort.
- Responsible for development of member recognition and appreciation events.
- Reflects, develops, and encourages the character attributes of respect, responsibility, honesty, and caring in staff, volunteers, and members.
- Participates in staff meetings, and volunteer meetings as required.
- Participates in the annual fund and other financial development activities.
- Knows and can implement Branch Emergency procedures.

PHYSICAL REQUIREMENTS:

- Must be able to bend and stoop occasionally.
- Must be able to lift 35 pounds occasionally.
- Must be able to communicate effectively.

EFFECT ON END RESULT:

The effectiveness of this position can be judged by:

- Significant growth in memberships and program participants.
- Significant improvement in membership retention rates.
- Service, quality, and staff efforts lead to a high retention rate.
- Public awareness, acceptance and establishment of a more favorable image and market position for the branch.
- Target members, participants, volunteers, donors, and the community at large are better able to identify and understand the YMCA mission, programs, and services.
- All staff receive appropriate and current customer service training.
- YMCA communications are sustained at a high level.

Employee

Date

Supervisor

Date