

CENTRAL COAST YMCA
Salinas Family YMCA Membership Director

Summary:

Under the supervision of the Executive Director, the membership director provides direct leadership for membership sales, enrollment, orientation, retention and customer service.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

MEMBERSHIP SALES AND PROMOTION

- Works in close cooperation with the Senior Program Director to assure a seamless onboarding of new members as well as ongoing engagement of existing members.
- Works closely with the association's director of marketing to ensure timely and accurate messaging and implementation of each promotion.
- Develops plan to promote membership within area companies and businesses.
- Supervises all aspects of membership and program enrollment.

ADMINISTRATION

- Provides direct leadership to assigned areas of responsibility, working to provide a safe, caring and satisfying environment for members, participants and staff.
- Ensures that administrative systems are adequate to meet association standards and give proper reporting for effective management of the Salinas Community YMCA.
- Makes certain that current and accurate records on membership and program enrollment, attendance and payment are kept and up-to-date.

FISCAL MANAGEMENT

- Develops and manages the budget for all programs within assigned scope.
- Meets budgeted outcomes for all budget accounts supervised.
- Oversees bank draft & monthly billing program for membership, ensuring records are accurate and up-to-date.
- Promotes the insurance program, ensures billings are completed in an efficient and timely manner.
- Manages financial assistance for facility and program membership.

STAFF SUPERVISION

- Manages the selection, recruitment, orientation, training, supervision and recognition for membership desk staff.
- Assists with branch training for staff designed to increase awareness of and compliance with best practices for membership sales, enrollment, retention and customer service.
- Assists executive director and other staff in the identification and recognition of volunteers for their program areas and the Strong Communities Campaign.

MEMBER AND PARTICIPANT SATISFACTION

- Ensures that YMCA members, program participants and volunteers have a high level of satisfaction with their Y membership, programs, services and volunteer experiences.

- Manages the distribution, collection and analysis of membership evaluations to measure member's satisfaction with their Y experience.
- Develops and implements a plan for member events that are high-quality, well-publicized and creates a sense of fun and belonging for members.
- Implements the marketing and public relations programs to promote membership sales, enrollment and retention.

FACILITY MANAGEMENT

- Operates assigned sites in a clean, safe manner ensuring they create a very positive image for members and guests.

SCOPE: This is a full-time exempt position that requires a flexible schedule to meet the demands of the position. While regular hours are Monday – Friday, some early morning, evening and weekend hours are expected.

QUALIFICATIONS: A BA/BS degree, three years' experience and/or training in sales, with emphasis on goal setting, building relationships and customer service. Must be fluent in English and proficiency in Spanish is strongly preferred.

TO APPLY: Submit via email a cover letter, resume and contact information for three professional references to:

Scott Maidment, Executive Director
Salinas Community YMCA
smaidment@ymcacentralcoast.org

We are an equal opportunity employer.