

YMCA OF GLENDALE

POSITION DESCRIPTION

POSITION TITLE: Senior Membership Director

INCUMBENT: _____

REPORTS TO: President/CEO; CFO

DATE: January 1, 2010

MISSION STATEMENT:

To put Christian principles into practice through programs that build healthy spirit, mind, and body for all.

GENERAL FUNCTION:

This position is responsible for the shared operation and administration membership programming for the YMCA of Glendale. It includes providing leadership in the areas of fiscal management; staff supervision; promotion and evaluation; program and membership development and retention; volunteer development; as well as shared leadership in facility maintenance and overall appearance of the YMCA. This position is responsible for managing assigned and progressively greater responsibilities in accordance with the operating policies and procedures of the YMCA of Glendale and ensuring that the Mission of the YMCA is met.

KEY RESULT AREAS:

I. FINANCIAL & FISCAL DEVELOPMENT

- A. Assists in securing sufficient revenue to provide services to members consistent with established goals.
- B. Operates at all times within financial directives of the Board, CEO and CFO.
- A. Develops and assists Membership Committee on the coordination of one or more annual fundraising events.
- B. Plays an integral role in the annual support campaign and ensures the overall success of the drive.

II. PROGRAM DEVELOPMENT

- A. Responsible for the overall growth and health of the YMCA of Glendale through program development, membership recruitment and retention.
- B. Assist in the development of new programs in the areas of youth, adult, senior and family fitness.
- C. Ensures that all programs offered by the YMCA promote long-term involvement and membership growth.
- D. Responsible for information dissemination through all points of contact and ensures that desk staff has the proper tools to accurately communicate programs and program goals.
- E. Works directly with the Membership staff in ensuring that membership development is prevalent in all program areas, meeting all membership conversion goals, and promoting benefits of belonging to the association.
- F. Achieves all membership growth and retention goals, inclusive to 55% of overall operating income for association and 70% retention rate of new/current members

III. MARKETING DEVELOPMENT

- A. Assists in the overall success of the YMCA through proper marketing and promotion to our service area.
- B. Has a feel for the greater needs of the community and our membership clientele and constantly strives to develop activities to serve those needs.
- C. Assists in the development of an annual promotional plan and calendar that help meet the goals of the Strategic Plan.
- D. Ensures that all internal and external communications, mailings and promotional items meet established standards of the YMCA.
- E. Hosts at least two Membership Open House events including a New Year's Open House event held at the beginning of each new fiscal (calendar) year.

IV. DEPARTMENT ADMINISTRATION

- A. Responsible for implementation of by-laws, policies, goals, priorities, and standards established by the Board of Directors.
- B. Represents the YMCA at all pertinent community events and activities.
- C. Meets all reporting deadlines.
- D. Monitors all operating systems for maximum efficiency, organization, and effectiveness.
- E. Is able to interpret and explain the mission of the YMCA.

V. HUMAN RESOURCE DEVELOPMENT

- A. Responsible for ensuring areas/activities are properly covered by qualified, trained, member-oriented staff or volunteers including Membership team, Membership Desk, Locker Rooms, and Child Watch.
- B. Supervises, develops, and evaluates all paid and/or volunteer staff within assigned program areas. Assists all staff to identify and meet developmental needs.
- C. Fills staff vacancies in accordance with established YMCA policies and practices.
- D. Assist in the development of all position descriptions and performance standards in accordance with the YMCA's Personnel Policy.
- E. Maintains high staff moral and positive attitude of all staff while working with the staff.
- F. Works with Human Resource Director and President/CEO in the development of annual staff training and meetings.
- G. Ensures that all certifications pertinent to the position are current and on file.
- H. Working with overall YMCA team, assists in developing a training calendar to certify all staff in YUSA procedures and teachings.

VI. MISCELLANEOUS

- A. Exhibits commitment to the total YMCA movement through regular participation and leadership in all activities and through collaboration with other community organizations.
- B. Works with YMCA's Property Director on the maintenance of the entire Facility
- C. Participates regularly in specified conferences and officially called meetings.
- D. Participates regularly in lay/staff events.
- E. Assists in all YMCA functions, events, and activities in accordance to the President/CEO's desires and the needs of the YMCA and its members.

EFFECT ON END RESULTS:

This position will have a major impact on the total financial success of the YMCA of Glendale. Strong leadership will provide not only for quality programming in a well maintained, clean, and smoothly running facility, but will also increase both YMCA membership and fundraising results toward the attainment of the Mission, goals and objectives of the YMCA of Glendale