

- Produces and provides quality promotional materials such as PSAs, membership handbooks, brochures and videos or slide presentation.
- Assists the Branch Director and Office Manager in the development of plans for a member access control system and program registration process.
- Surveys membership, evaluates data and makes recommendations based on conclusions.
- Develops and manages the annual budget for the assigned areas. Provide direct Daxko support for all other professional and part-time staff
- Assists in development of new programs that will attract and retain members.
- Evaluates fee and membership structure and makes recommendations to the Branch Director.
- Work hours vary and nights/weekends are frequently
- Carry out any other special projects assigned.

Effect on End Results

The effectiveness of the incumbent will be measured by mutually agreed upon objectives including or not limited to:

- The development of a high volume of membership
- The maintenance of a high member retention level.
- The development of increased efficiency, and quality in the membership service delivery system.
- Service to members is improved.
- YMCA has high visibility in the community.
- YMCA Christian mission and objectives evident in all programs
- Morale, enthusiasm, and effectiveness of employees/volunteers in assigned areas.

We understand and mutually accept that the above job description and any supplement request is our agreement as to the job to be performed.

Supervisor

Supervisee

YMCA of Greater High Point Job Description

Position Description:		Branch:	Grubb Family
Job Title:	Membership Services	Position Code:	Exempt
Incumbent:		Date:	
Reports to:	Branch Director		

General Function:

Under the general supervision of the Branch Director the Membership Director administers the policies and programs of the membership department. This position also includes assistance to all Program Directors with the registration, attendance, and payment for all YMCA programs. Develop and implement procedures to expand the membership base and to increase the retention level. Management style must be consistent with the Christian Mission of the YMCA.

Know How:

Bachelor's degree is preferred. Background should include experience in dealing with the public, promotion, marketing, public speaking, computer skills and general administration. Sales experience helpful. The incumbent should possess good public relations skills and the initiative to implement the public relations/marketing plan. He/she must be able to recruit, evaluate, and train volunteers and paid staff of the front desk areas. He/she must present a professional image and have excellent written, oral, and presentation skills. He/she must demonstrate sound judgment and work independently. This position is heavily weighted on the human relations side.

Essential Functions:

- Auditory ability to respond to critical incidents.
- Ability to perform routine first aid tasks
- Ability to observe staff effectiveness, enforce appropriate safety regulations and emergency procedures, and apply appropriate behavior management techniques.
- Physical ability to operate emergency exits and perform emergency procedures.
- Ability to participate in activities and help all participants experience success.

Principle Activities:

- Hire, train and evaluate all front desk personnel in accordance with the standards of the organization's goals
- Schedule all front desk workers, as well as conduct proper training and communication to assure proper performance.
- Give tours and train and evaluate others to give tours
- To be accessible in the facility at various times of the YMCA business day.
- To work with media in designing promotional pieces.
- Establish and maintain relationships with members and program participants.
- To keep membership a focus of all staff, volunteers, including board members.
- To continually attend trainings and seek membership and fitness development ideas.
- Solicits potential members by doing phone follow-ups on all facility tours.
- Administers the tracking of the number of building tours that convert into members.
- Develops, promotes and administers a membership retention plan..
- Plans and implements a process for timely contacting of all members who discontinue membership.
- Serves as staff advisor to the branch Membership and Christian Emphasis committees.