

**YMCA OF THE COASTAL BEND
JOB DESCRIPTION**

Position: Membership and Wellness Program Director

Grade: 391

Incumbent:

Reports To: President/CEO

General Function: Under the supervision of the CEO/President, the Membership and Wellness Program Director is responsible for the administration and direction of the Membership and Wellness Departments. The Membership and Wellness Program Director's key function is to promote the charitable mission of the YMCA of the Coastal Bend by building strong lasting relationships with members and their families, as well as employees. The Membership and Wellness Director must possess good organizational, communication and supervisory skills, and make relationship building a top priority at all times, as well as assure that programs exceed the goals and objectives of the YMCA of the Coastal Bend.

The Membership and Wellness Program Director is responsible for the development and retention of membership, quality control of YMCA membership and program materials, brochures, website and marketing materials.

The Membership and Wellness Program Director is responsible for the upkeep of the association's membership records, preparation of membership reports by utilizing all resources ensuring tasks are performed by the appropriate personnel.

The Membership and Wellness Program Director will assist in our annual Partners With Youth Campaign and plays an important role in attaining the annual campaign goal.

The Membership and Wellness Program Director is expected to carry out any other tasks deemed necessary by the President/CEO of the YMCA.

JOB REQUIREMENTS:

Membership and Wellness Program Director must have either a Bachelor's Degree or equivalent experience in related subjects. Must be certified in CPR and First Aid and know all emergency procedures. Program Director must relate well to members, volunteers and staff.

Qualifications/Know How: The incumbent must have the experience and educational background suitable for the position. Must have either a Bachelor's Degree in exercise science, exercise physiology, community health, physical education, or related field, OR 5 years' experience in managing Health and Wellness Facilities, Membership facilities, equipment, budgeting and staff supervision. Three years of successful experience in developing and implementing membership, health and wellness programs for various ages. Preference will be given to candidates with advance training and/or certifications from NCCA sanctioned organization in a related field, such as ACSM, NSCA, ACE, AFAA, or ISSA. This position requires essential skills in interpersonal relationships, excellent written and oral communications skills, and attention to detail. Previous experience is preferred; YMCA Program Director with experience working in a multi-cultural setting highly desirable. The individual will be required to understand the basic philosophy, nature and goals of the YMCA, and possess sound human relation's skills. The individual must possess maturity, superb judgment, excellent management and organizational skills, and a broad range of human relation's experiences.

The individual will coordinate programs and facilities including recruitment, development and recognition of staff and volunteers. The incumbent will work closely and be required to coordinate on a daily basis

with the leadership team in the development programs, and assist in the establishment of long-range plans and goals. Additionally the individual should have skills in program development, marketing/membership retention, facility management, volunteer development, and the ability to motivate and relate positively with others.

Job Segments:

1. Recruit, hire, train, and supervise volunteers, membership services, wellness, and child watch staff.
2. Will act as the principle source of information, administer the membership welcoming process, data input for membership renewals, cancellations, changes, and financial aid.
3. Accurately maintains all membership, wellness and volunteer records, as well as cash controls.
4. Provide accurate information about membership and wellness programs, as well as provides the appropriate support to new and existing members pertaining to membership status, upcoming events, and building updates.
5. Creates direction & delegate appropriate responsibilities to member services, wellness & child watch staff to accomplish the necessary duties.
6. Organizes schedules, member newsletters, tours, membership/wellness materials, marketing, trainings, member events and activities for the YMCA.
7. Attend all community membership and wellness/health events.
8. Develop, order, and produce all membership/wellness marketing materials.
9. Conduct annual audit of membership documentation.
10. Preparation of membership/wellness reports/statistics.
11. Promote membership and wellness sales to meet monthly budget goals.
12. Monitor monthly membership and wellness sales/cancelations through daily reports.
13. Ensure the delivery of appropriate sales and providing excellent customer service skills.
14. Engage in active listening with members and program participants in order to build relationships, understand individual's goals and interests, and take the initiative to ensure the member has a positive experience.
15. Assist in budget preparation and analysis of programs.
16. Assist in monitoring program expenses.
17. Implement Association Risk Management procedures and policies.
18. Be familiar with the mission statement and core values of the YMCA. Model the core values while working and communicating with other staff members.
19. On site attendance is required of this position.
20. All other duties as assigned by President/CEO.

Knowledge, Skills, and Abilities Required:

1. Ability to deal effectively with all members of the staff, board and general public, as well as assist in the proper resolution of all questions/complaints.
2. Ability to develop work plans, timelines, schedules, assign accountability, and track progress of assigned projects.
3. Ability to analyze potential problems and select proper course of action.
4. Ability to communicate both orally and written.
5. Ability to establish and maintain effective working relationships with all members of the branch community.
6. Ability to work independently.
7. Ability to maintain confidentiality.
8. Must be familiar with Microsoft Office
9. CCC (Christensen Computer Company) software experience preferred.
10. CPR and First Aid training certification.

Physical Requirements and Work Environment: Office/recreational environment. intermittent sitting, standing, walking. Occasional lifting and carrying of assorted materials from 15 to 75 lbs. Valid drivers' license is required; some traveling required.

Effect on End Results:

1. Ensures positive relationships with members, volunteers, and staff.
2. Organized and smoothly operated member services desk and child watch center.
3. Ensures membership and wellness sales/retention.
4. Ensures all files are accurate and complete.
5. Assures that programs meet or exceed the needs of the community and are in accordance with Association purpose and objectives.
6. Development and maintenance of an effective outreach network, including school, agency, and community personnel, parents, volunteers and youth, which works in an atmosphere of cooperation and harmony.
7. Development of a highly skilled and educated staff that appropriately relates to all members and the general public.
8. Maintains the Core Values of the YMCA.

EMPLOYMENT CLASSIFICATION: Exempt - This position is full-time, may exceed a 40-hour work week, and is exempt from Fair Labor Standards and Practices overtime compensation requirements.

I have read and fully understand the above job description and accept the responsibilities stated herein.

Signature of Employee

Date

Signature of President/CEO

Date