



YMCA OF LANSING JOB POSTING

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Member Experience Director

General Function: Encumbant will oversee and direct all aspects of the membership & fitness departments at the Parkwood branch as well as playing an integral role in yearly annual campaigning for the branch. Time allocation is 70% membership and 30% for fitness.

Job Requirements:

- Bachelor's degree in related field preferred or equivalent combination of education and experience
- Three to five years related customer service in a fast past environment, supervisory experience preferred.
- Proven track record of initiative, creativity and motivation to surpass challenging performance goals.
- Independent Thinker. Ability to multi-task & handle difficult customer service issues in a professional manner.
- Personal Training and/or Group Exercise certification preferred
- Excellent computer, including social media experience and communication skills.
- Ability to relate effectively to diverse groups of people from all social and economic segments of the community.

Position Responsibilities:

Membership

1. Supervision of 15 part time member service staff, including a membership coordinator & engagement coordinator.
2. Responsible for recruitment of new members, retention of existing members, conducting tours.
3. Develops and monitors membership budget to meet fiscal objectives. Incumbent is responsible for meeting/exceeding revenue goals for membership as established in yearly budgets.
4. Works closely with Branch Executive to oversee the membership team and execution of strategic plan and budget development.
5. Assists in the marketing and distribution of membership information. Coordinates program registration, including logistics for online registration, website and other social media outlets.
6. Creates a member-focused culture. Resolves conflicts/problems to ensure member satisfaction.
7. Develops and maintains collaborative relationships with community organizations.
8. Works with membership engagement coordinator on creation of annual calendar of events both at the YMCA and outside at community events to promote the YMCA.
9. Will be asked to lead branch trainings as assigned.

Fitness

1. Supervision of 35+ part time instructors with classes being held at both the YMCA location and off-site locations.
2. This position will be supervisory in nature with teaching of classes and/or personal training only as needed.
3. Continues to cultivate the partnership with MPHI (Michigan Public Health Institute) and associated revenue generating class offerings offsite.
4. Responsible for innovation & growth of an already thriving group exercise program, both fee and non-fee based classes.
5. Responsible for monitoring and scheduling equipment upkeep. Will work with branch executive on equipment needs throughout the year.
6. Tracks program statistics. Monitors and evaluates the effectiveness of each program offering and makes changes accordingly.

Disclaimers:

- Must complete successful background screening and drug test for YMCA and all other off-site screenings for partnering organizations.
- This job description may not be all-inclusive and employee is expected to perform all other duties as assigned by direct management. Descriptions and duties may be modified when deemed appropriate by management.

Salary: full-time; \$35,000 - \$40,000 (includes vacation, medical/dental and life insurance as per the personnel policy, 12% employer funded retirement plan when applicable)

Resumes until: April 17, 2019

Contact: Amy Stearns, Director of HR & Risk, careers@ymcaoflansing.org