



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA OF LANSING

YMCA Regional Membership Director

General Function: Position has multi-branch and Association wide responsibilities and is accountable for the delivery of membership and member services. Directly responsible for all staff development, training, and scheduling for all member service and tot watch/kids gym staff at identified locations. Develops, executes and monitors procedures that are in line with Association standards, protocols, and utilizing the systems and processes that have been developed to insure continuity throughout the Association. This is a senior staff position in our organization and is part of our Association Centralized Management Team.

Duties and Responsibilities:

1. Building A Strong Staff Team
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 - a. Hire, train, and develop staff teams (Membership at four branches and Tot Watch/Kids Gym at Westside) to serve the needs of our members and to insure maintaining high standards of service that enhances the member experience.
 - b. Directly responsible for day to day leadership of welcome center staffing and scheduling at the Westside and Parkwood branches.
 - c. Supervise and support the membership coordinator serving the Oak Park and DeWitt branches.
 - d. Cross train staff to support and encourage multi-branch work schedules when needed.
 - e. Create weekly/monthly schedules for Welcome Center and Tot Watch/Kids Gym.
 - f. Schedule weekly/bi-monthly staff trainings to support the continued education, training and development of our part time leadership staff.
 - g. Train all staff on required cleaning and sanitation responsibilities.
3. Growing Our Business
 - a. Develop and implement strategies that support the recruitment of new members and the retention of our current members.
 - b. Organize and execute ongoing Association membership retention events.
 - c. Achieve monthly membership sales and cancel goals for membership.
 - d. Develop external partnerships for corporate membership.
 - e. Increase community awareness and engagement of the YMCA.
4. Administration
 - a. Accountable for creating a plan to grow membership & member engagement at branch locations.
 - b. Responsible for following all Association systems and policies related to cash management, refunds, and other matters related to effectively running the business of the Y.
 - c. Accountable for all aspects of on-going training of staff with Active Net, and using the systems and processes created by the Corporate Office.
 - d. Accountable for submitting timely and accurate daily, weekly, monthly, and annual reports required by the Association.
 - e. Oversee the Business Operations Manager efforts in managing all business reports for YMCA of Metropolitan Lansing and Y-USA required on a daily, weekly, monthly, and annual cycle.
5. Budget and Finances
 - a. Achieve budgeted expectations for membership departments
6. Mission
 - a. Provides leadership for the Annual Campaign in both staff and volunteer recruitment.
 - b. Provide leadership to staff and members as a "story teller" for the Mission work of the Y.
7. Performs other duties as assigned.

Benefits:

- Free YMCA Adult or Family Membership
- Medical/Dental/Life insurance eligibility
- 50% discount on program fees for themselves or eligible family members up to \$500 per year
- 12% retirement contribution upon eligibility
- Paid Time Off

Job Requirements:

1. Bachelor's degree in related field or equivalent.
2. Three to five years related experience preferred.
3. Personal Training and/or group exercise certification preferred.
4. Required YMCA trainings:
 - a. CPR/AED, First Aid – required within 30 days of employment
 - b. Child Sexual Abuse – required within 30 days of employment
 - c. Sexual Harassment – required within 30 days of employment
 - d. Slips, Trips and Falls – required within 30 days of employment
 - e. Blood Borne Pathogen – required within 10 days of employment
 - f. Employee Orientation/Listen First Orientation - required within 90 days of employment.
5. Excellent computer and communication skills.
6. Ability to relate effectively to diverse groups of people from all social and economic segments of the community.
7. Ability to respond to safety and emergency situations.

Working Conditions

- While performing the duties of this job, the employee is regularly required to use a computer for extended periods of time and be able to communicate using a computer and phone/smart device. The employee frequently is required to sit and reach, and must be able to move around the work environment. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Employee may be required at any time to wear personal protective equipment as dictated by the organization which includes but not limited to masks, face shields, etc.

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.
- Job descriptions and duties may be modified when deemed appropriate by management.

Include: Cover letter, resume, and three references

Resumes Until: December 10, 2021

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