



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Tri-Cities Family YMCA

1 Y Drive, Grand Haven, MI 49417
www.tcfymca.org • 616-842-7051

Job Title: **Membership & Marketing Director**

FLSA Status: Exempt Full Time

Reports to: CEO

Primary Function/Department: Membership

POSITION SUMMARY:

This position supports the work of the Y, a leading nonprofit, charitable organization committed to strengthening community through youth development, healthy living and social responsibility. The Membership & Marketing Director at the Tri-Cities Family YMCA intentionally fosters a cause-centered culture that is welcoming, genuine, hopeful, nurturing, and determined.

OUR CULTURE:

Our mission and core values are brought to life by our culture. In the Y, we strive to live our cause of strengthening communities with purpose and intentionality every day. **We are welcoming:** we are open to all. We are a place where you can belong and become. **We are genuine:** we value you and embrace your individuality. **We are hopeful:** we believe in you and your potential to become a catalyst in the world. **We are nurturing:** we support you in your journey to develop your full potential. **We are determined:** above all else, we are on a relentless quest to make our community stronger beginning with you.

ESSENTIAL FUNCTIONS:

1. Establishes sales, acquisition and engagement strategy and tactics.
2. Ensures proper implementation of Welcome Center procedures. Reviews and updates desk procedures and communicates changes to staff in a clear, concise way. Coordinates with the finance department as necessary on financial transactions.
3. Leads membership staff effectively; recruits, hires, trains, evaluates and supervises diverse staff teams; onboards and develops them for success.
4. Manages membership and marketing, including development budget to meet fiscal objectives, compiling membership statistics to monitor and evaluate sales activity, terminations, and retention and takes appropriate action to correct variances.
5. Develops annual operating goals and objectives for membership and marketing, monitors the plan and takes action to ensure goals and objectives are met.
6. Manages, implements, and completes processing and reconciliation of necessary billing including corporate group memberships.
7. Ensures programs and services meet community needs and a level of service and engagement that fosters loyalty among those we serve.
8. Promotes program and membership enrollment with existing and potential members. Coordinates program registration, including logistics to support phone, walk-in and web registration, with development and production of program information to maximize enrollment in accordance with membership and marketing plan. Provides ongoing support to Program Directors and staff on related issues.
9. Establishes contacts with media representatives and writes and submits press releases when appropriate. Build relationships with key stakeholders, such as service groups, community organizations, and/or companies to support programs or projects.

10. Organizes membership and special events at the YMCA. Make presentations about the YMCA and represent the YMCA at community events to promote the YMCA.
11. Educate staff, volunteers, and members about the charitable nature of the Y; leads assigned aspects of the fundraising campaign.
12. Assume other duties, responsibilities and projects identified as needed by the employee and approved and/or assigned by supervisor.

QUALIFICATIONS:

- Bachelor's degree in related field preferred or equivalent combination of education and experience.
- YMCA Team Leader certification preferred.
- Previous supervisory experience in customer service or hospitality preferred.
- Excellent personal computer skills and experience with standard business software.
- Budget management
- Ability to relate and communicate effectively to diverse groups of people from all social and economic segments of the community, including the ability to make presentations and handle media inquiries.

APPLY:

- Submit application, cover letter (including salary expectations) and resume to greg.coil@tcfymca.org