



## **YMCA of Martha's Vineyard** **Cause Driven Leader Job Description**

**Position Title:** Director of Membership & Marketing

**Position Type:** Full-Time Exempt

**Reports to:** Director of Operations

### **POSITION SUMMARY:**

The Y of Martha's Vineyard is seeking a Director of Membership & Marketing who will provide supervision and leadership to our Members Services Team and tell the Y story through innovative marketing efforts. Bring your positive mindset, intentional management skills, and welcoming presence to one of the Island's leading nonprofits that is committed to strengthening our community through youth development, healthy living, and social responsibility.

### **MEMBERSHIP ESSENTIAL FUNCTIONS:**

- Provide leadership, training, development, and oversight of Member Services Team, instilling a member first philosophy.
- Create a welcoming and supportive environment by exceeding member expectations and build relationships with members and program participants to ensure engagement and retention.
- Be a staff champion in customer service and lead by example with tact and diplomacy. The member relations aspect of this position requires that relationship building be the number one priority at all times with staff and members.
- Supervises Member Services staff, adequately staffs the desk and creates weekly schedule. Act as a liaison for staff needing shift coverage and acts as the primary person to cover shifts as needed (sick call outs etc.). Posts and sends out weekly schedule to staff in advance of scheduled week.
- Fosters a climate of innovation and resolves problems to ensure member satisfaction.
- Promotes program and membership enrollment and coordinates program registration.
- Coordinates the marketing efforts to maximize enrollments and provides ongoing support to Program Directors on related issues.
- Handle all billing and collecting of outstanding or returned payments for membership, aquatics, and health & wellness departments.
- Participates in the planning of the annual budget.
- Works in cross-functional teams to support shared organizational goals, e.g. member retention, maximizing program enrollment, etc.
- Assists with website content, social media posting, building signage and creates content for biweekly member informational emails.

### **QUALIFICATIONS:**

- Bachelor's degree in related field preferred or equivalent combination of education and experience.
- Two (2) or more years of supervisory experience.
- Two (2) or more years of experience working in the customer service or sales field.
- Ability to work a flexible schedule, and ensure the department has adequate coverage at all times, including during weekends, early mornings and/or evenings as necessary.
- Excellent personal computer skills and experience with standard business software.

- Personal commitment to service and hospitality
- Excellent interpersonal, written, oral and communication skills.
- Ability to work in a fast-paced environment.
- First Aid and CPR Certification within 60 days of employment.

**WORK ENVIRONMENT & PHYSICAL DEMANDS:**

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- 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.
- The employee must occasionally lift and/or move up to 10 pounds.
- Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust.
- The noise level in the work environment is usually moderate.

**This is a full-time salaried position with an extensive benefits package.**

**Job description is subject to updates.**

Employee Name \_\_\_\_\_ Employee Signature \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor's Name \_\_\_\_\_ Supervisor's Signature \_\_\_\_\_ Date: \_\_\_\_\_