



**FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

Job Title: **Member Experience Director**

FLSA Status: Full-Time Exempt

Reports to: Associate Executive Director

Department: Administration

Revision Date: 4/2021

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### **POSITION SUMMARY:**

Guides all aspects of membership including supervision of assigned staff, recruitment of new members, and retention of existing members. Develops, organizes, and implements high-quality, member-focused YMCA Active Older Adults(AOA) programs. Implements and models new procedures and methods to achieve strategic goals.

### **ESSENTIAL FUNCTIONS:**

1. Positively models and reinforces the YMCA's core values, mission statement, and relationship-building skills in all interactions. Provides excellent service to members, guests, and participants.
2. Recruits, hires, trains, develops, and directs personnel and volunteers as needed. Holds staff accountable for high-quality results using a formal process to measure progress. Reviews and evaluates staff performance, job descriptions, and wage schedules. Develops strategies to motivate staff and achieve goals, while ensuring continuing education (when applicable). Provides staff with feedback, coaching, guidance and support.
3. Assists in developing, implementing, and managing membership and AOA growth strategies for the YMCA. Ensures high-quality customer service and proper implementation of building procedures. Reviews and updates center procedures and communicates changes to staff. Fosters a climate of innovation. Assists in marketing and distribution of program information and materials. Expands program awareness within the community in accordance with strategic and operational plans. Coordinates with the business office as necessary on financial transactions.
4. Promotes member connections with one another and with the YMCA. Ensures YMCA building and individuals are secure during shift. Effectively manages emergencies and situations with employees, members and guests in accordance with YMCA policies. Handles and resolves member concerns and informs management of unusual situations or unresolved issues. Responds to all member inquiries and complaints in a timely manner and works to resolve problems to ensure member satisfaction and promote customer service.
5. Creates and promotes fun, quality programming for our Active Older Adult(AOA) Members. Expands AOA program awareness within the community and ensures YMCA program standards are met and safety procedures are followed while making revisions for department policies, plans, and procedures.
6. Effectively manages budgets. Maintains accurate records. Identifies significant business, financial, and operating risks and financial irregularities, and communicates information to management. Ensures center operates within the budget. Participates in the planning of the annual budget; manages and implements the approved budget for membership and takes appropriate action to correct variances
7. Cultivates relationships to support fundraising. Provides leadership support for annual fundraising campaigns and volunteer committees/boards as assigned. Supports special events and activities.
8. Performs all other duties as assigned.

### **YMCA COMPETENCIES:**

**Mission Advancement:** Models and teaches the Ys values. Ensures a high level of service with a commitment to changing lives. Provides volunteers with orientation, training, development, and recognition. Cultivates relationships to support fund-raising.

**Collaboration:** Champions inclusion activities, strategies, and initiatives. Builds relationships to create small communities. Empathetically listens and communicates for understanding when negotiating and dealing with conflict. Effectively tailors communications to the appropriate audience. Provides staff with feedback, coaching, guidance and support.

**Operational Effectiveness:** Provides others with frameworks for making decisions. Conducts prototypes to support the launching of programs and activities. Develops plans and manages best practices through

### **Fond du Lac Family YMCA**

90 W. 2<sup>nd</sup> Street

Fond du Lac, WI 54935

engagement of team. Effectively creates and manages budgets. Holds staff accountable for high-quality results using a formal process to measure progress.

*Personal Growth:* Shares new insights. Facilitates change; models adaptability and an awareness of the impact of change. Utilizes non-threatening methods to address sensitive issues and inappropriate behavior or performance. Has the functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.

#### **QUALIFICATIONS:**

1. Bachelor's degree in a related field preferred or equivalent combination of education and experience.
2. A minimum of 3 years' experience in a related field or 2 years of YMCA Membership Experience is preferred.
3. Strong commitment and knowledge of customer service and/or sales. Ability to professionally and effectively communicate with members, staff and supervisors; maintain confidentiality and exchange accurate information.
4. Previous supervisory and/or management experience required. Strong organizational skills and the ability to manage multiple tasks while maintaining an attention to detail and timeliness is mandatory.
5. Ability to relate effectively to diverse groups of people from all social and economic segments of the community.
6. Must possess computer skills. Working knowledge of Microsoft Office and Excel required.
7. Must be able to move effectively through all areas; be able to lift and carry 5-10 pounds.

#### **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.

#### **SEND APPLICATIONS TO:**

Fond du Lac Family YMCA  
Attn: Human Resources  
[employment@fdlymca.org](mailto:employment@fdlymca.org)  
90 W. 2<sup>nd</sup> Street  
Fond du Lac, WI 54935