



**DOOR COUNTY YMCA**  
Job Description  
**MEMBERSHIP AND MARKETING DIRECTOR**

**FLSA:** Exempt/Full-time  
**Reports to:** CEO  
**Payroll Posting Codes:**  
**Date:** 6/2015

**GENERAL FUNCTION:**

Under direction of the CEO, the Membership and Marketing Director is responsible for the overall strategy, direction and management of the association Membership and Marketing Departments. The Membership and Marketing Director will supervise the Sturgeon Bay Branch Membership Specialist, Office Manager, and Marketing professionals.

**KNOW HOW:**

The Membership and Marketing director will be an enthusiastic, friendly and conscientious leader able to build relationships with members and individuals throughout the community. Successful candidate will have experience managing and supervising staff, budget development and creation of comprehensive and strategic membership and marketing plans. Bachelor's degree in marketing, public relation, communications, or business administration is necessary, along with five or more years of experience in the areas of marketing and membership development. Experience leading a YMCA association membership department and familiarity with the DAXKO software program is a plus. Excellent verbal and written skills are essential, as well as, experience with computer software (InDesign, Photoshop, etc.), website development and use of social media. Advanced organizational skills and the ability to work as a member of a team with staff and volunteers are key elements of the position. The Membership and Marketing Director must understand the importance of exceptional customer service and be able to structure resources around those standards.

**CORE COMPETENCIES:**

1. Supports the Mission, Vision and Direction of the YMCA: Embraces and supports the mission of the YMCA; models intended outcomes and the organizational values of respect, responsibility, honesty, caring, faith and fun; helps others view change as an opportunity to better achieve the YMCA mission; uses good analytical skills; takes prudent risks; is innovative and implements new ideas; demonstrates a strong commitment to the YMCA; conveys enthusiasm for the YMCA and his/her work.

2. Builds Community: Demonstrates commitment to the role of volunteerism; facilitates connections between and among constituents, members and participants, and to the YMCA; models effective relationship-building techniques; understands and supports the role of fund-raising in achieving the YMCA mission.

3. Ensures a Quality Experience for Members, Participants, Internal Customers and Other Constituents: Possesses the knowledge and ability to create and deliver outstanding experiences for members, participants, internal customers and others; builds warm and supportive relationships; consistently greets and assists everyone in a positive way; responds to the needs of others; delivers service that exceed expectations; responds to concerns and complaints in a way that makes each person feel valued; initiates action for prompt resolution; identifies and develops better ways to serve and involve members, participants, internal customers and others.

4. Provides Effective Team Leadership: Accepts accountability for self and group; plans well for long-term, knows what needs to be done, and when to ask for help; advocates diversity; develops and recognizes people;

ensures that standards, policies, and procedures are met; possesses organizational skills; ensures that deadlines are consistently met; practical, makes good common sense decisions over time; manages YMCA resources appropriately and efficiently.

5. Uses Effective Personal Behavior; Communicates Effectively: Is fair, responsive and caring; models integrity; listens actively and genuinely; communicates effectively in a clear and pleasant manner; is culturally competent; embraces differences among people; gives clear feedback to staff and others, promotes performance improvement; aspires to be and to do the best; possesses self-awareness; is curious and engages in on-going learning.

**PRINCIPAL ACTIVITIES:**

1. Develops an annual membership promotion plan and oversees all aspects of the membership department including the Income Based Membership (IBM), Silver Sneakers and Corporate Wellness programs.
2. Develop membership retention strategies which result in an improving membership retention rate and continued growth in the IBM numbers.
3. Supervises the Membership Specialist at the Sturgeon Bay Branch.
4. Develops a strategic and comprehensive marketing plan and budget annually for the entire association which results in improved communications both externally throughout the County and internally among our staff.
5. Recruit, hire, supervise and mentor the marketing staff team.
6. Oversees the Sturgeon Bay office operations and supervises the Sturgeon Bay Office Manager.
7. Leads the organization's efforts to provide exceptional customer service at every level across all branch operations.
8. Serves as a member of the Leadership/Management Team.
9. Performs other special projects and assignments as directed by the CEO.

**EFFECTS ON END RESULTS:**

Successful management of the Membership Department will result in steadily growing membership numbers with an improving retention rate among our existing membership. A successful Marketing Department plan will result in a well-informed membership which feels valued and an external community which better understands the values based, mission driven nature of the YMCA.

Reviewed and accepted:

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Applicant

\_\_\_\_\_  
Supervisor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date