



## **JOB DESCRIPTION**

Job Title: Modified Membership Specialist

FLSA Type: Non-Exempt

Department: Membership

Reports to: Membership Director

### **GENERAL FUNCTION**

Membership Specialist is responsible for the development and execution of programs and membership engagement, retention and sales activities. Using an interview format, the membership specialist assesses the individual needs, wants and interests of each potential participant and/or member and matches them to YMCA childcare, youth programs and membership. Enthusiastically explains the benefits of YMCA childcare, youth programs and memberships and effectively closes the sale. Provides a point of contact for parents, program participants and members and performs retention activities.

### **ENTRY REQUIREMENTS AND TRAINING**

- Successful experience in public relations, reception or sales.
- Strong interpersonal and communication skills.
- Ability to listen and discern members & guests wants needs and interests.
- Ability to respond to safety and emergency situations.
- Listen First Training.\* \*within 30 days of employment or first available training.
- Current First Aid certification, CPR.\* \*within 30 days of employment or first available training.

### **PRINCIPAL ACTIVITIES**

#### **Membership/Registration Desk Duties**

- Provide exceptional customer service.
- Provides general information about programs/memberships and pricing.
- Processes program registrations and changes.
- Handle incoming YMCA phone calls and distributes phone and email messages.
- Supports all departments to prepare for upcoming events.
- Process communication for all program registrations.
- Maintain cleanliness of the membership desk area and lobby.
- Maintain data integrity in Daxko.
- Archive forms.

#### **Participant/Membership Engagement**

- Acknowledges everyone who comes in and out of the building.
- Learns participants (parents & child's) and member's names and uses them frequently.
- Introduces participants/members to other participants/members and staff.
- Involves participants/members in other YMCA activities and volunteer opportunities.
- Promotes the YMCA mission and philosophy in all interactions.



**Membership sales**

- Immediately engages new members by performing prospect interviews resulting in a successful match between YMCA programs and prospect needs.
- Accurately conveys information about all YMCA programs and membership.
- Readily offers financial assistance to all inquiring parties.

**Membership Retention**

- Uses existing systems to stay in contact with members and add value to their memberships.
- Finds creative ways of increasing contact, member satisfaction and retention that can be adopted branch and association wide.

**Membership Account Maintenance**

- Maintains accurate account status in Daxko for all membership units including 3<sup>rd</sup> party pay, invoicing, bank draft, membership cancellation and status change.

**WORKING CONDITIONS**

- Ability to thrive in an ever evolving environment.
- Visual and auditory ability to respond to critical incidents and physical ability to act swiftly in emergency situations.
- Ability to stand or sit maintaining alertness for several hours at a time.
- Excellent verbal and written communication skills.
- Ability to effectively use a computer for data entry and research.
- Ability to interact with a diversity of people and various levels of personnel.
- Ability to speak concisely and effectively communicate with a diversity of people.
- Ability to handle multiple tasks simultaneously.

**This job description may not be all inclusive and employees are expected to perform all other duties as assigned and directed by management. Job descriptions and duties may be modified when deemed appropriate by management.**

**Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

**Employee Name Printed: \_\_\_\_\_**