



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Job Posting: Youth and Family Coordinator / Membership Consultant- Glen Cove, NY

POSITION SUMMARY:

The Youth and Family Coordinator/Membership Consultant will split responsibilities between Membership and Youth and Family Programs.

Under the direction of the Executive Branch Director, the Youth and Family Coordinator will have multiple responsibilities and oversee an array of programs including gymnasium scheduling, gymnasium classes, Birthday Party Coordinator and Teen Center Director. Responsibilities include but are not limited to staff recruitment, training, development and evaluation, program development implementation, and promotion for youth and teen programs.

The Membership Consultant will focus on providing prospective members with an open and inviting first impression and will work with the prospect toward conversion to membership. A consultative approach based on the YMCA sales model and customer service experience will be utilized to ensure that conversion rates result in achieving Branch goals for new and retained memberships. The Membership Consultant will also work externally within the community to generate prospects. This position will fully understand and be able to connect the needs and goals of the prospective member to the value and benefits of YMCA membership and programs resulting in membership conversion.

ESSENTIAL FUNCTIONS OF YOUTH AND FAMILY COORDINATOR:

1. Development, direction, implementation and management of Youth Programs. Creates, expands, and develops comprehensive programs.
2. Ensures programs operate in a quality manner consistent with YMCA guidelines and values.
3. Hires, trains, and supervises staff in assigned areas.
4. Ensures the successful growth of program and retention of program participants.
5. Will assist in preparing program schedule and will assist in registration as needed.
6. Represents the Branch and maintains its relationship with appropriate organizations in the community to strengthen the YMCA and the community. Participates in all YMCA Special Events, fundraisers and Annual Support Campaign.
7. Performs any other duties as assigned by the Executive Director.

ESSENTIAL FUNCTIONS OF MEMBERSHIP CONSULTANT

1. Maintains a consistent professional image through dress, actions and relationships with others and creates opportunities to speak enthusiastically on behalf of the YMCA
2. Endorses and promotes YMCA procedures and policies including: personnel guidelines, safety guidelines, facility access procedures, and membership policies
3. Models relationship-building skills (including Listen First) in all interactions
4. Attends and successfully completes on-boarding training (YMCA sales approach and customer service experience)
5. Generate prospects by working within the community at health fairs, events and with various entities (businesses, schools, churches, organizations, etc.); work together with and support Street Team
6. Follow up with prospective members toward conversion to membership following the YMCA's sales procedures. Target for follow up is 24 hours
7. Follow up with prospects generated from walk-ins, guest pass users, referrals, community events, etc.) using the information call script to engage the prospect toward an appointment.
8. Provide tours using the needs analysis form and the features/ benefits/feedback system
9. Ask for the sale
10. Maintain a good understanding of all facility and program offerings for all ages and be able to communicate them to prospective members with regards to their specific interests
11. Maintain an understanding of health and wellness as it relates to the YMCA
12. Work as a team with the Branch Staff Team to support high Branch conversion rates
13. Achieve / exceed all goals related to prospect follow up and new member joins

14. Track KPIs (Key Performance Indicators): phone leads, phone leads to appointments, appointments to joins, # tours, % tours to joins, # referrals, # member get a member referrals and joins, # MY WELLNESS PLAN sessions, all leads follow-up
15. Assists in island-wide membership related marketing efforts
16. Supports island-wide member engagement challenges/events

QUALIFICATIONS

1. Bachelor's degree in a related field required.
2. A minimum of 3-5 years of related experience.
3. Current Certifications in CPR and First Aid required.
4. Highly motivated and entrepreneurial spirit with the ability to work a variety of hours, including evenings and weekends.
5. Strong organizational skills.
6. Demonstrated commitment to mission driven programming and customer service.
7. Ability to articulate the YMCA mission and programs to staff, volunteers, and community.
8. Strong interpersonal skills with the ability to relate effectively to diverse groups of people from all social and economic segments of the community.
9. Ability to work in a fast paced, highly flexible and rapidly changing work environment

HOW TO APPLY:

For consideration please email Peter Foster, Executive Director at Peter.Foster@ymcali.org. Please include a resume and a cover letter indicating your interest, qualifications, and salary requirements.

Salary based on qualifications and experience. Excellent benefits package including YMCA Retirement Plan, Health, Dental and YMCA Membership/Child Care.

YMCA of Long Island, Inc. is an equal opportunity employer committed to valuing diversity and practicing inclusion.