



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## **JOB POSTING: Director, Sales and Member Engagement – Glen Cove, NY**

---

### **POSITION SUMMARY:**

Directs all aspects of membership for the branch including recruitment of new members, retention of existing members and supervision of membership staff. Assist in developing, coordinating and implementing all membership activities including special events and promotions. Develops, plans and implements new procedures and methods to achieve strategic goals.

### **ESSENTIAL FUNCTIONS:**

1. Implements membership strategies that support recruitment of new members and retention of existing members. Creates a member-focused culture and models relationship-building skills (including Listen First) in all interactions. Fosters a climate of innovation and resolves problems to ensure member satisfaction.
2. Drive new branch membership and customer experience to meet and/or exceed targets.
3. Develop and manage a tour system for prospective members. Compile a monthly report that includes
  - a) Total number of tours conducted and closing rates
  - b) Number who registered by category
  - c) Reasons for not registering
  - d) Percentage of memberships that are scholarships and their financial worth.
4. Accountable for reviewing and responding to Listen 360 member comments
5. Provide ongoing training and spot coaching of the membership team
6. Attend one state of the business market review per quarter going over branch results to target
7. Scheduling employees based on the needs of the business and higher traffic patterns
8. Participate in weekly calls to go over progress and share best practices with other branch team members
9. 1<sup>st</sup> point of contact for all branch tours and phone requests when the membership consultant is not on duty or touring
10. Assist in achieving branch retention target
11. Mail membership renewal letters and contact all members that do not renew. Maintain and record reasons for non-renewal.
12. Recommends staffing needs within budget limitations. Recruits, hires, trains, develops, schedules and directs personnel and volunteers as needed. Reviews and evaluates staff performance. Develops comprehensive training program and strategies to motivate staff and achieve goals.
13. Promotes program and membership enrollment in interactions with existing and potential members. Coordinates program registration, including logistics to support phone, walk-in and web registration. Coordinates with marketing efforts to maximize enrollments and provides ongoing support to Program Directors on related issues.
14. Survey members to determine satisfaction levels, resolve member complaints in accordance with the mission and values of the YMCA, and communicate information to department heads and supervisors as necessary.
15. Participates in the planning of the annual budget; manages and implements the approved budget for membership and takes appropriate action to correct variances
16. Ensures proper implementation of front desk procedures. Reviews and updates desk procedures and communicates changes to staff. Coordinates with the business office as necessary on financial transactions.
17. Organizes membership events at the YMCA and represents the YMCA at community events to promote the YMCA ie. Active Older Adults Day, Snack with Santa, Fall and Spring Festivals, etc.
18. Maintain and enforce high safety standards. Direct staff and members in emergency action plans to assure compliance with all safety procedures.
19. Participates in staff meetings and/or related meetings.
20. Participate in building coverage as needed.
21. Working in conjunction with the Business office on Financial Assistance.
22. Point person for member communication (phone messaging, Constant Contact, Netpulse app, and member newsletter).

## **QUALIFICATIONS:**

1. Bachelor's degree in related field preferred or equivalent combination of education and experience.
2. Minimum 3-5 year experience of successful sales/sales team management
3. Minimum 3-5 year experience in delivering customer service excellence
4. Strong knowledge of administrative procedures including budget development, income production and expense control. Strong organizational skills and ability to handle multiple tasks with accuracy and quality.
5. Excellent personal computer skills and experience with standard business software.
6. Strong interpersonal skills with the ability to relate effectively to diverse groups of people from all social and economic segments of the community.

## **PHYSICAL REQUIREMENTS:**

Ability to plan, lead, and participate in a variety of physical activities. May be required to drive between YMCA facilities and to training or meetings in various locations. May require lifting up to 25 lbs.

## **HOW TO APPLY:**

For consideration or to request the full job description, please email Peter Foster, Executive Director, at [Peter.Foster@ymcali.org](mailto:Peter.Foster@ymcali.org). Please include a resume and cover letter indicating your interest, qualifications, and salary requirements.