



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

YMCA JOB DESCRIPTION

Job Title: **Membership and Marketing Manager**

Association: West Central Illinois

FLSA Status:

Branch: Quincy

Reports to: Membership and Wellness Director

POSITION SUMMARY:

The YMCA of West Central Illinois is a mission driven organization, which seeks individuals who are enthusiastic and passionate about our mission and vision. We do this by putting the Christian principles of love, respect, honesty, responsibility and service into practice.

Objective: Implement and administer membership strategies representing the YMCA mission, policies and character development; work with program areas to provide marketing support for all departments.

Job Responsibilities: This position assists in and manages membership service areas and marketing programs through the voice of the YMCA. This includes supervision of part-time staff of membership desk, building supervisors and nursery staff as well as monitoring of social media accounts and writing press releases. Scope of responsibility includes working in multiple platforms.

ESSENTIAL FUNCTIONS:

- Supervise the efficient operation of Membership Services including direct supervision of part-time Welcome Desk staff and Nursery staff; ensuring the desk and nursery are adequately staffed to provide the highest level of customer service to our members.
- Must have strong communication skills, practical and strong decision-making skills, versatility, initiative and strong human relations skills.
- Ensures proper implementation of procedures. Reviews and updates membership services procedures and communicates changes to staff in a clear, concise way.
- Graphic design work including flyers, banners, reports and other work as deemed necessary.
- Assist with Branch membership planning and Departmental Budget.
- Organizes membership events at the YMCA and represents the YMCA at community events to promote the YMCA.
- Responsible for Marketing of memberships, programs and facility, internally and externally.
- Oversees Social Media Marketing.
- May support digital media advertising
- Might include photography and videography, which could be integrated into Y stories
- Works closely with Membership and Wellness Director.
- Other duties as assigned.

YMCA COMPETENCIES (Leader):

Mission Advancement: Accepts and demonstrates the Y's values.

Collaboration: Works effectively with people of different backgrounds, abilities, opinions, and perceptions.

Operational Effectiveness: Follows budgeting policies and procedures, and reports all financial irregularities immediately.

Personal Growth: Demonstrates an openness to change, and seeks opportunities in the change process.

QUALIFICATIONS:

- Must pass YMCA background check
- Some college education with focus in editing, writing, design, communications, website, social media and/or related fields
- Knowledge and skills required for management of personnel. Must be people oriented and have a desire to work with people.
- Proficient in social media marketing including but not limited to; Facebook, Instagram, Twitter and YouTube
- Proficiency with Microsoft Office software
- Graphic design knowledge
- Must be self-motivated towards excellence and be able to work as part of a team.

EFFECTS ON END RESULTS

- Demonstrates in word and action the YMCA Christian principles of love, honesty, respect, responsibility and service and a commitment to our vision and mission.
- Builds authentic relationships in the service of enhancing individual and team performance to support the YMCA work.
- Listens and expresses self effectively and in a manner that reflects a true understanding of the needs of the audience.
- Values all people for their unique talents and takes an active role in promoting practices that support diversity, inclusion and cultural competence.
- Demonstrates and fosters a strong commitment to achieving goals in a manner that provides quality experiences.
- Possesses the functional and technical knowledge and skills to do the job at a high level of accomplishment.
- Assesses, minimizes and prevents risk, practices consideration for the safety of others, adheres to association standards of proper notification of incidents and care of the work environment and equipment, identifies and responds to circumstances appropriately.
- Meets attendance expectations, follows association procedures for requesting and documenting absences, is punctual, reliable, and adaptable, takes initiative and accepts responsibility.
- Demonstrates effective interpersonal skills, perceives, understands and manages interactions appropriately, is accountable for own actions, capitalizes on learning opportunities and is open to performance feedback and coaching.
- Demonstrates compliance in the following areas: employee training and paperwork,

performance evaluations, personnel policies, and procedures i.e. dress code, code of conduct. Attends mandatory trainings and meetings, acquires and maintains required certifications for current position.

Employee Signature

Date

Supervisor Signature

Date