



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

Senior Director of Member Experience

Reports to: CEO

FLSA Status: Full-Time Exempt

POSITION SUMMARY

Serves as a member of the Executive Leadership Team and provides strategic leadership in membership and wellness to advance the YMCA's mission. Is the lead position dedicated to ensuring exceptional member experience, creating an atmosphere of outstanding member engagement—focused on the systems and the services that enroll and retain membership.

ESSENTIAL FUNCTIONS

- Designs and implements work flow and communication strategies that create a seamless organization-wide approach to how we engage our members in Y membership and wellness programming.
- Works with Executive Leadership Team to define and articulate membership engagement and experience goals that position our Y as a leading driver of health and community-building and meet or exceed financial goals.
- Works with the member experience and wellness teams to ensure alignment of member experience goals, processes, and staff behaviors.
- Along with Executive Leadership Team, develops and implements a communications plan that supports the goals of our Y.
- Works with marketing support team to ensure quality, engaging, and timely communications with our active member-base and potential members in the community.
- Works with Executive Leadership Team to develop annual operating budgets, objectives and plan for our membership, and marketing.
- Monitors the budget, implementation and outcomes of the plans, taking appropriate action to ensure continued improvements.
- Represents the association as required.

QUALIFICATIONS

- Bachelor's degree or a related work experience equivalent.
- YMCA Team Leader certification preferred
- Three or more years of demonstrated success with supervision of teams, budget management, and project management.
- CPR, First Aid and AED certifications required within 30 days of hire.
- Ability and current license to drive with record that meets YMCA standards.
- Ability to perform duties using latest technology, including, but not limited to Microsoft Office Suite, social media, online database software.
- Ability to respond to safety and emergency situations.

SUPERVISORY RESPONSIBILITIES

Directly supervises multiple teams; carries out supervisory responsibilities in accordance with the organization's policies, mission and applicable laws. Responsibilities include interviewing, hiring and training employees, planning, assigning and directing work, appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

WORK ENVIRONMENT & PHYSICAL DEMANDS

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is regularly required to use a computer for extended periods of time and be able to communicate using a computer and phone/smart device.
- The employee frequently is required to sit and reach, and must be able to move around the work environment.
- The employee must occasionally lift and/or move up to 10 pounds.
- Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust.
- The noise level in the work environment is usually moderate.

Benefits

- **Comprehensive Benefits Package** – Medical, Dental, and Vision insurance available
- **Retirement Benefits** – 100% YMCA-funded retirement plan after 1 year (with qualifying hours), plus optional 403(b) and/or Roth retirement savings plans
- **Paid Time Off & Holidays** – Generous PTO and paid holidays to support work-life balance
- **Free YMCA Membership** – Individual membership included, with 24/7 facility access via FOB
- **Childcare Discount** – Discounted childcare available after 1 year of employment
- **Program Discounts** – Reduced rates for children’s swim lessons, gymnastics, and tennis programs
- **Life Insurance** – \$25,000 employer-paid life insurance policy
- **Health Savings Account (HSA)** – Available for eligible employees