

**Cleveland County Family YMCA
Job Description**

Position Title: Wellness and Membership Director at the Ruby C. Hunt YMCA

Exempt: Yes

Incumbent: _____

Branch: Ruby C. Hunt YMCA

Reports To: Exec Dir., Anthony Capparelli

Salary Admin Points: 391

Leadership Level: Leader

Salary Range: \$40,000 - \$49,500

POSITION SUMMARY:

Under the supervision of the Ruby C. Hunt YMCA Executive Director, the Wellness and Membership Director will be responsible for leading all aspects of the branch's Membership and Wellness efforts. The primary responsibility will be implementing the strategic direction of the YMCA Healthy Living Plan that is focused on Chronic Disease, Wellness Programming, Membership Growth and Community Health.

EXPERIENCE GUIDE:

- Bachelor's degree in Exercise Science, Kinesiology, Health Promotion or a related health field
- CPR/AED and First Aid certification (required within the first 30 days)
- National fitness certification (ACE, NASM, ACSM, etc.) preferred
- Experience with membership, customer service and health related activities
- Experience in group presentations and public speaking
- Proven experience in managing multiple projects and work assignments

LEADERSHIP COMPETENCIES:

- **Change Capacity** – Leads people through change adapting to ambiguity and opportunity
- **Developing Others** – Continually develops others to attain the highest performance
- **Philanthropy** – Values and supports the many facets of philanthropy
- **Relationships** – Builds authentic relationships in the service of supporting the Y's work
- **Communication** – Uses methods and styles to ensure Y messages are distributed and understood
- **Innovation** – Regularly looks for ideas and suggestions for improvement
- **Project Management** – Possesses superior organizing ability
- **Quality Results** – Demonstrates and fosters a strong commitment to achieving goals
- **Functional Expertise** – Has experience and skills to use best practices
- **Community** – Delivers the benefits of good health, confidence and connection to ALL

SKILL SETS:

- Knowledge in marketing, retention, sales and customer service
- Ability to recognize and maintain confidentiality of sensitive information
- Ability to complete assignments in a timely manner while ensuring a high level of accuracy and detail
- Represent the Y in a mature and professional manner
- Commitment to YMCA philosophy, values and ideals

ESSENTIAL FUNCTIONS:

- Works collaboratively with Branch Executive and other Wellness Directors to provide ongoing leadership and direction to membership and wellness.
- Collaboratively designs and implements an on-boarding program for new membership, wellness, and group fitness to ensure program quality, standards and expectations in related areas.

- Works with other Membership Cabinet Members to develop and/or enhance strong guidelines for membership, and wellness staff group training that meets the needs of our membership.
- Design and manage a regular meeting schedule with membership and wellness teams.
- Develops and implements processes to impact member retention, meets the needs of health seekers and assures quality in Y operations.
- Work with Y marketing staff to develop strategies to grow membership, increase corporate partners and improve membership experience.
- Work to coordinate all membership data systems and record keeping
- Give oversight to the YMCA 5k race series. Work with Development Director and staff to develop a corporate sponsor plan.
- Work with Branch Executives and staff to make recommendations on equipment used in wellness centers and programs.
- Collaboratively organizes Healthy Kids Day as a signature community event.
- Assist in the development of grant proposals and leading grant funded programs related to Chronic Disease and Healthy Living.
- Participates in personal growth and Y professional development trainings
- Instill 5 character traits – faith, caring, honesty, respect and responsibility
- Maintain relationships with national Y staff and Y peers across the region
- Represent the Y on appropriate community boards and task forces
- Any other assigned task or duties given.

PHYSICAL REQUIREMENTS:

Walking <input checked="" type="checkbox"/>	Sitting <input checked="" type="checkbox"/>	Crouching <input checked="" type="checkbox"/>	Climbing <input type="checkbox"/>
Stooping <input checked="" type="checkbox"/>	Kneeling <input checked="" type="checkbox"/>	Standing <input checked="" type="checkbox"/>	Running <input type="checkbox"/>
Lifting <input checked="" type="checkbox"/>	Carrying <input checked="" type="checkbox"/>	Pushing <input checked="" type="checkbox"/>	Pulling <input type="checkbox"/>

END RESULTS:

- Creates a member-focused culture with model relationship building practices
- New system of on-boarding new members created and implemented
- Increased membership retention numbers
- Quality staff development around relationship building.
- Full cadre of chronic disease programs implemented with quality partners
- Innovative wellness programs created and implemented
- Membership, and wellness staff have goals and are appropriately evaluated and coached
- New corporate partnerships formalized
- Improved marketing and communications of YMCA Healthy Living opportunities

JOB DESCRIPTION SUPPLEMENT

BUDGET RESPONSIBILITY: \$600,000

SUPERVISION RESPONSIBILITY: FT Staff - 0 PT Staff - 30 Volunteers - 0

PROGRAM RESPONSIBILITY:

Volume of Activities

- Branch Board Meetings
- Monthly reporting of data
- Association Wellness / Membership Cabinet Meetings

Committee Responsibilities

Association Healthy Living Committee, Association Membership/Wellness Cabinet,

Community Relations to be maintained

- Alliance for Health
- Cleveland Strong

Supervisor_____ Date_____

*****If interested in this position, email resume and cover letter to
Anthony Capparelli
Acapparelli@clevecoymca.org**