



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA OF GREATER MONTGOMERY JOB DESCRIPTION

Job Title: Member Connector
Location: Varies throughout Association of Greater Montgomery
Reports To: Branch Membership Director and the Vice President of Marketing and Membership
FLSA Status: Non-Exempt

POSITION SUMMARY

Under the guidance and immediate supervision of the Branch Membership Director and the Vice President of Marketing/Membership, the Member Connector is responsible for member engagement and retention. The Member Connector will assist members in their connection to the YMCA while supporting the goals, objectives, and mission of the YMCA of Greater Montgomery.

ESSENTIAL FUNCTIONS include the following. Other duties may be assigned.

1. Build lasting relationships with our prospective Start/Stop population.
2. Understand the variety of small groups within our YMCA.
3. Calling prospective leads to get them in for a tour or to gauge interests in membership.
4. Build relationships with small group leaders within our YMCA.
5. Achieve monthly membership sales goals.
6. Collaborate with Wellness Coordinator in helping new and active members achieve health and wellness goals.
7. Introduce Start/Stop new members to Y app and small groups within branch.
8. Contact small group leaders to inform them of their need to connect to that member and to introduce that new member to other members.
9. Create a caring friendly fun safe environment that provides opportunities for members to connect, develop relationships, and achieve their wellness goals.
10. Provide interviews, tours and guidance to prospective new members as needed
11. Be familiar with and provide current information on YMCA programs to members, volunteers and staff.
12. Develop a communication plan for all Start/Stop new members and prospective members.
13. Attend health and wellness fairs HOA meetings, etc. in the community.
14. Utilize "motivational interviewing" to build relationships with new members.
15. Increase/Maintain branch/Association retention rates.
16. Represent the YMCA and maintain appropriate communication with area organizations, community leaders and businesses
17. Run, manage and interpret all records and reports necessary to perform duties as branch connector.
18. Assist, as needed, in training new Welcome Center staff.
19. Participate as a key staff member in the work of the Annual Support Campaign.
20. Is committed to the core values of the YMCA and the mission we serve.

21. Follows the guidelines and policies of the Association at all times.

Knowledge, Skills, and Abilities Required

This position requires an individual with an enthusiastic personality who can develop harmonious relationships with staff, members, volunteers, and school leaders. He/She must present a professional image and have excellent written, oral, and presentation skills. He/She should be highly organized, possess superior conflict resolution skills, and demonstrate sound judgment, initiative and independent thinking.

EDUCATION and/or EXPERIENCE

High School or equivalent

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports and business correspondence. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

REASONING ABILITY

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

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 talk and hear. The employee frequently is required to sit. The employee is often required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; and taste or smell. The employee must frequently lift and/or move up to 50 pounds and occasionally lift and/or move up to 100 pounds.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing 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 occasionally exposed to wet and/or humid conditions, moving mechanical parts, and outside weather conditions. The noise level in the work environment is usually moderate to high.

Incumbent's Signature _____

Supervisor's Signature _____

Date _____