



Perham Area Community Center

Position Description

TITLE: Membership Director

REPORTS TO: Executive Director

POSITION: Full-Time Exempt

PRIMARY FUNCTION:

The Membership Director is responsible for managing all aspects of the customer engagement experience at the Perham Area Community Center ensuring members and guests receive exceptional customer service making their visit the best part of their day. The Membership Director will hire, onboard, train, develop and retain the front desk team while modeling and leading quality customer service. They ensure that membership administration operates efficiently and employ a continuous improvement model.

KEY ROLES (Essential Job Responsibilities):

Membership Management

- Manage all aspects of membership services teams.

Essential Functions- Job Specific Competencies:

- Drives to increase membership sales and reduce attrition – leads entire Membership Team to be a part of the drive to more memberships.
- Ensures that staff gain and then maintain positive relationships in order to recruit and retain members through training of Membership Services staff.
- Maintains Member Services department quality including SOP manual, staff schedule (back up when needed), training, work space, cleanliness, staff testing and certifications
- Maintains Playland/child watch department quality including SOP manual, staff schedule (back up when needed), training, work space, cleanliness, staff testing and certifications
- Monitors and reports membership enrollment and retention statistics, sending these reports to appropriate individuals
- Responsible for Incident Reports and doing follow-up on all of them as needed.
- Maintains working knowledge and proficiency of member management software ensuring full functionality, accurate data and reporting.
- Works with marketing team to develop, implement and measure success of campaigns and events to acquire and retain memberships.
- Works with Directors to offer programs, events and specials to acquire and retain members
- Ensures that all membership rules/policies are adhered to

- Ensures that all membership programs are completed and promoted to their fullest
- Insurance Reimbursements, Silver Sneakers/Silver and Fit, Locker Rentals, Family/Household Package, Child Watch Memberships, and Agencies.
- Ensure timely contact is made to members that have Credit Card Expirations, Declines, and Annual Renewals to retain membership.
- Submits billing requests accurately and timely
- Give direct input into annual membership and member services budgets. Ensures budgets are met.

Front Desk Management

- Hire, onboard, train, develop, and retain Member Service Staff and Member Service Advisors.
- Lead the training for team members on customer service/onboarding and the member management system.
- Manage front desk operations ensuring efficient administrative processes while employing a continuous improvement process for the front desk procedures.
- Assign tasks and duties to other front desk employees and ensure that deadlines are met with satisfactory work.

Customer Service

- Provide excellent customer services to patrons by greeting them
- Be empowered to resolve customer/member complaints.
- Be an advocate and key leader for exceptional customer service and communication.
- Promotes program, membership, and party sales in interactions with existing and potential members.
- Fosters a climate of innovation and resolves problems to ensure member satisfaction.

Membership Management

- Support new membership sales by conducting tours for potential new members.
- Support and implement member engagement events and promotional activities.
- Prepare and manage the member service budget to ensure goals are achieved.
- May be responsible for member communication activities, which may include but not limited to newsletter and website.
- Prepare and manage member partnership programs with local employers.

Other

- Serve as a member of the management team performing specific duties which support the overall success of branch operations.
- Other duties as assigned by the Executive Director.
- Represent the organization in a positive and professional manner
- Participates in professional activities for his/her industry.
- Demonstrate a commitment to continuous learning for self and staff.