

JOB TITLE: Assistant Membership Director
SUPERVISOR: Membership Director
LOCATION: Southern Boone
DEPARTMENT: Membership
STATUS: Salary, Exempt

March 2026

General Function

Under the direction of the Membership Director, the Assistant Membership Director is responsible for maintaining all membership and outreach applications and records. He/She shall assist the Membership Director as needed in the recruitment of new members. He/She shall assist the Membership Director in supervision duties of all front desk service associates including, but not limited to assisting in hiring, performance evaluations, training, and addressing issues with staff performance. In addition, he/she must, along with the Membership Director, act as the membership systems liaison for the association and provide all necessary coordination, audits, and training to all staff as deemed necessary. He/she must perform all duties in a safe and prudent manner. At the YMCA we value the following attributes of personal character and ethical behavior and believe that they are essential to attaining our mission; caring, honesty, respect, responsibility.

Know How

Must have the ability to interpret the association's goals and mission. A Bachelor's Degree in a related field preferred or equivalent combination of education and experience preferred. Ample experience in membership recruitment, sales, and the ability to relate and communicate effectively to diverse groups of people from all social and economic segments of the community is required. He/she must display good judgement in dealing with the public and staff regarding all membership functions. Serving as a liaison for membership program/software, must be knowledgeable and proficient in all functions of membership program/software. In addition, he/she must be familiar with Microsoft Office, marketing platforms/software, highly organized, and be able to produce quality results for multiple projects simultaneously.

Job Segments

1. Facilitate and guide the teaching of caring, honesty, respect, and responsibility.
2. Assist Membership Director in training and administration of program and membership software.
3. Assist Membership Director in supervision duties of front desk staff.
4. Ensure all shifts are covered for front desks on a monthly basis. This includes creating the schedule and covering the Welcome Desk in the event of a no-show.
5. Promote recruitment of new members and retention of existing members.
6. Train, develop, and support new Service Associates.
7. Maintain accurate membership records audit, and review all membership registrations, sales and cancellations; collect on past due balances.
8. Review, grant and process financial assistance for all membership programs through the Outreach Fund.
9. Assist in preparing necessary membership documentation for the Membership Committee and Advisory Board meetings.
10. Represent and promote the YMCA in the local community and develop positive working relationships with other organizations and businesses.
11. Supervise membership volunteers.
12. Direct all membership services, program participants and volunteers as needed.

13. Promote program and membership enrollment through various communication and marketing methods (i.e. walk-in and online registrations).
14. Provide quality tours of YMCA building.
15. Process membership and program registrations, payments, and cancellations.
16. Process, sell, and order inventory and coffee products.
17. Ensure the cleanliness of YMCA lobby, Fitness Center, restrooms, and other work areas.
18. Oversee facility rentals and communicate with staff about what equipment is needed for rental.
19. Promote, implement, and review 24/7 Membership Access.
20. Maintain website/social media to promote YMCA.
21. Assist Branch Director with marketing; prepare and distribute all association literature. Assist all staff with the production and distribution of departmental literature. Promote YMCA on social media platforms.
22. Assist with the creation of fliers to promote YMCA programs.
23. Report essential abuse risk management information to the Branch Director.
24. Follow employees and volunteers screening requirements and use screening instruments to screen for abuse risk.
25. Provide employees and volunteers with on-going supervision and training related to abuse risk.
26. Provide employees and volunteers with regular feedback regarding their boundaries with consumers.
27. Require employees and volunteers to adhere to policies and procedures related to abuse risk
28. Ensure unused rooms and closets remain locked; routinely monitor high-risk locations (locker-rooms and bathrooms), etc.
29. Ensure consumers are properly checked into facilities.
30. Perform other duties as may be assigned.