



CENTRAL COAST YMCA

JOB DESCRIPTION

JOB TITLE: Membership Associate

EXEMPT: No

SCHEDULE: Part-Time

REPORTS TO: Member Services Director **DATE:** June 2025

Summary:

Under the direction of the Membership Director, the Membership Associate plays a key role in delivering a welcoming and engaging YMCA experience. This position is responsible for supporting prospective and current members by providing exceptional service and fostering a sense of belonging in alignment with the YMCA's core values of caring, honesty, respect, and responsibility. Membership Associates are the first point of contact for many and are instrumental in educating and encouraging individuals to join the YMCA community. Their work helps fulfill our mission of transforming lives—beginning with that first meaningful connection.

Minimum Requirements:

1. Exceptional interpersonal and verbal communication skills to support the YMCA's goals of increasing member acquisition and retention.
2. A genuine desire to assist individuals in improving their health and overall well-being.
3. Ability to quickly learn and adapt in a fast-paced environment.
4. Strong teamwork skills, with the ability to collaborate effectively with staff and volunteers, and the foresight to identify and act on new opportunities.
5. Proven experience or ability to confidently close sales following facility tours.
6. Proficiency with computers, including the use of databases and word processing software.
7. Strong creative problem-solving skills to ensure a positive and satisfying member experience.
8. Ability to respond promptly and appropriately in safety or emergency situations.

Essential Functions: Membership Department Operations

1. Demonstrate a genuine enjoyment of building and maintaining relationships with members, staff, volunteers, donors, and community leaders.
2. Maintain a high level of accuracy in all information provided; possess strong multitasking capabilities, initiative, organizational skills, and effective communication abilities.

Performance Criteria: Acquisition and Member Processes

1. Create a welcoming environment by making all individuals feel comfortable upon entering the YMCA. Use "Listen First" techniques to understand their needs and tailor conversations accordingly.
2. Clearly communicate the benefits of YMCA membership, conduct informative tours, and confidently invite guests to join—effectively close the sale.
3. Follow up with prospective members after their tour, making at least one live (verbal or in-person) contact within one week.
4. Consistently work toward and meet individual membership acquisition goals, as established with the Membership Coordinator and/or Membership Director.
5. Actively seek and accept coaching and mentoring as tools for professional growth and to support both personal and team performance goals.

Performance Criteria: Member Engagement

1. Warmly greet members and guests by making eye contact and using their names when possible, creating a welcoming and personal experience.
2. Answer phone calls professionally, stating your name and responding to inquiries with a friendly, respectful, and helpful tone.
3. Maintain up-to-date knowledge of branch programs, policies, and benefits, and actively promote participation in YMCA offerings.
4. Clearly communicate the YMCA's mission, core values, and membership benefits to both members and prospective members.
5. Demonstrate attentiveness to member feedback and concerns; address complaints promptly and courteously, escalating when necessary.
6. Accurately process membership and program enrollments using the membership database system.
7. Handle monetary transactions and program registrations in accordance with YMCA procedures and cash-handling policies.
8. Act as a liaison between members and program staff, helping to ensure clear communication and strong member satisfaction.
9. Foster a fun, positive atmosphere that reflects the YMCA's commitment to building relationships and creating a vibrant community.
10. Perform additional duties assigned by the Membership Director to support department and branch operations.

Qualification Requirements

To perform this job successfully, an individual must be able to carry out each essential duty effectively. The qualifications listed below represent the knowledge, skills, and abilities required. Reasonable accommodation may be provided to enable individuals with disabilities to perform the essential functions of the position.

1. High school diploma or equivalent required; or two years of related experience and/or training in office administration. An equivalent combination of education and experience that provides the required knowledge, skills, and abilities will also be considered.

2. Demonstrated ability to lead, engage, and facilitate effectively in a team-oriented environment.
3. Strong reading comprehension and analytical skills.
4. Ability to clearly present information and respond to inquiries from supervisors, coworkers, volunteers, members, donors, and the public in a professional and courteous manner.

Working Environment / Minimum Physical Requirements

The individual must possess the physical, visual, and auditory abilities necessary to perform the essential functions of this position, with or without reasonable accommodation.

- The position regularly involves extended periods of word processing, data entry, and filing.
- Physical activities may occasionally include sitting, bending, leaning, and kneeling.
- Must be able to lift and carry up to 15 pounds as needed to perform job duties.

All YMCA employees are considered to hold a position of supervisory or disciplinary authority over minors. As such:

- A criminal background check is required prior to employment and will be submitted to the Association Office Human Resources Department for review.
- Employees are subject to re-screening every two years in accordance with YMCA policy and applicable regulations.

Effective Outcomes

1. Demonstrated growth in overall membership units.
2. Measurable improvement in member engagement and related metrics as reflected in the Member Satisfaction Survey.
3. Delivery of a high-quality, high-value member that supports the branch's fiscal stability and long-term sustainability.
4. Consistently friendly, knowledgeable, and professional communication between staff and members, contributing to an increase in "Staff Friendliness" scores on the Member Satisfaction Survey.

This job description is not intended to be all-inclusive. The employee may be required to perform other reasonably related duties as assigned by their immediate supervisor or other management staff. This position description does not constitute a written or implied contract of employment. It will be reviewed periodically and may be revised as needed at the discretion of management.

Annual performance reviews will be conducted to evaluate job performance; however, such reviews do not guarantee a pay increase.

Acknowledgment & Receipt

I acknowledge that I have received, read, and understand the job description for the Membership Associate position. I have had the opportunity to ask questions and seek clarification regarding the duties, responsibilities, and expectations outlined herein.

Employee Name (Printed): _____

Employee Signature: _____

Date: _____

Supervisor's Signature: _____

Date: _____