



JEFF ROUSE SWIM & SPORT CENTER

Job Description

Job Title	Membership Director
Department	Membership
Location	Stafford, VA
Reports to	General Manager
Approved By	Eastern Sports Management
Approval Date	01/01/2018

Level	Type of position:	Travel	Amount Required:
	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Seasonal <input type="checkbox"/> Temporary		<input type="checkbox"/> None <input checked="" type="checkbox"/> Minimal <input type="checkbox"/> 25%-50% <input type="checkbox"/> 50% or more
Classification	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt		

JOB DESCRIPTION

The Membership Director will collaborate with all departmental units and outside organizations to optimize membership sales and proactively recruit new members while maintaining strong relations with current or new participants. This staff will oversee front desk staff and all membership operations, create sales goals and maintain monthly reports of sales. The Membership Director will report directly to the General Manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Act as the key point person for new membership sales
- Responsible for managing the membership sales process
- Develop, implement and monitor membership sales business plan
- Recruit new members and create partnerships with local community businesses
- Propose, develop and market membership pricing levels
- Present approved membership options and prices to prospective members
- Respond to telephone and email membership inquiries, booking and maintaining appointments for prospective members to tour the club
- Provide prospective members with an enthusiastic and informative tour
- Achieve financial objectives by preparing budgets, analyzing and responding on variances and initiating corrective actions
- Oversee and audit all membership paperwork for new members, including application and scheduling initial trainer consultation requirements
- Track, prepare and report on daily membership sales and monthly end numbers
- Responsible for member retention
- Ensure accuracy with billing, downgrades, freezes, and terminations
- Assist with the distribution of passes, fliers, and other materials to create traffic flow of prospective members
- Develop relationships and encourage member referrals
- Attend required meetings, trainings and other scheduled activities
- Make follow up calls to all prospective members to confirm appointments, for those that did not show for appointments and for those that enrolled
- Work together with all departments as a team
- Manage Front Desk operations ensuring a high level of professionalism and friendliness

- Lead by example in showing the front desk staff how to demonstrate positive customer service and how to handle and respond to various situations
- Supervise and train staff
- Coach and counsel staff as needed
- Requires great communication skills, both verbal and written
- Must be extremely professional in appearance, demeanor, and communication
- Must have excellent leadership skills
- Must have excellent customer service skills including a strong background and ethos of customer service
- Must be an effective leader
- Must be able to clearly communicate expectations of fellow team members and hold the team responsible for goal achievements
- Must be detail-oriented and have outstanding organizational skills
- Must have strong time-management skills
- Able to maintain focus in a high-volume, fast-paced environment
- Must be able to work under pressure and be decisive
- Must be able to handle difficult situations
- Able to motivate employees
- Able to multi-task and prioritize
- Must be a team player
- Must be creative
- Able to remain calm and focused in an emergency situation
- Must have strong mathematical skills
- Must have strong problem-solving skills
- Must be able to draft and negotiate agreements
- Must be able to work irregular shifts to include days, nights, weekends, and holidays as needed
- Must have previous experience with budgets, sales and P&L Management
- Knowledge of & respect for Jeff Rouse Swim and Sport Center Mission
- Knowledge of the rules and regulations of JRSSC, including its Personnel Handbook, and abide by them
- Perform other duties and responsibilities as needed, required, or assigned by the General Manager

SUPERVISORY RESPONSIBILITIES

- Manages 1-2 subordinate supervisors who supervise a total of 10-20 employees
- Carries out supervisory responsibilities in accordance with JRSSC's policies and applicable laws
- Responsibilities include:
 - Training employees
 - Planning, assigning, and directing work
 - Appraising performance
 - Rewarding employees
 - Counseling employees, addressing complaints and resolving problems

COMPETENCIES

To perform the job successfully, an individual should demonstrate the following competencies:

- Analytical - Synthesizes complex or diverse information; collects and researches data; uses intuition and experience to complement data; designs work flows and procedures.
- Continuous Learning - Assesses own strengths and weaknesses; seeks feedback to improve performance; pursues training and development opportunities; strives to continuously build knowledge and skills; shares expertise with others.
- Job Knowledge - Competent in required job skills and knowledge; exhibits ability to learn and apply new skills; keeps abreast of current developments; requires minimal supervision; displays understanding of how job relates to others; uses resources effectively.

- Use of Technology - Demonstrates required skills; adapts to new technologies; troubleshoots technological problems; uses technology to increase productivity; keeps technical skills up-to-date.
- Design - Generates creative solutions; uses feedback to modify designs; demonstrates attention to detail.
- Problem Solving - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.
- Project Management - Develops project plans; coordinates projects; communicates changes and progress; completes projects on time and budget; manages project team activities.
- Customer Service - Manages difficult or emotional customer situations; responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.
- Communications - Expresses ideas and thoughts verbally; expresses ideas and thoughts in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.
- Cooperation - Establishes and maintains effective relations; exhibits tact and consideration; offers assistance and support to co-workers; works cooperatively in group situations; works actively to resolve conflicts.
- Managing Customer Focus - Promotes customer focus; establishes customer service standards; provides training in customer service delivery; monitors customer satisfaction; develops new approaches to meeting customer needs.
- Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; demonstrates group presentation skills; participates in meetings.
- Teamwork - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.
- Written Communication - Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively; able to read and interpret written information.
- Change Management - Develops workable implementation plans; communicates changes effectively; builds commitment and overcomes resistance; prepares and supports those affected by change; monitors transition and evaluates results.
- Performance Coaching - Defines responsibilities and expectations; sets goals and objectives; gives performance feedback; motivates for increased results; recognizes contributions; encourages training and development.
- Team Leadership - Fosters team cooperation; defines team roles and responsibilities; supports group problem solving; ensures progress toward goals; acknowledges team accomplishments.
- Delegation - Delegates work assignments; matches the responsibility to the person; gives authority to work independently; sets expectations and monitors delegated activities; provides recognition for results.
- Leadership - Exhibits confidence in self and others; inspires and motivates others to perform well; effectively influences actions and opinions of others; accepts feedback from others; gives appropriate recognition to others.
- Managing People - Includes staff in planning, decision-making, facilitating and process improvement; takes responsibility for subordinates' activities; makes self available to staff; provides regular performance feedback; develops subordinates' skills and encourages growth; solicits and applies customer feedback (internal and external); fosters quality focus in others; improves processes, products and services.; continually works to improve supervisory skills.
- Quality Management - Looks for ways to improve and promote quality; demonstrates accuracy and thoroughness.
- Visionary Leadership - Displays passion and optimism; inspires respect and trust; mobilizes others to fulfill the vision; provides vision and inspiration to peers and subordinates.
- Business Acumen - Understands business implications of decisions; displays orientation to profitability; demonstrates knowledge of market and competition; aligns work with strategic goals.
- Conflict Resolution - Encourages open communications; confronts difficult situations; maintains objectivity; keeps emotions under control; uses negotiation skills to resolve conflicts.
- Impact & Influence – Pursues and wins support for ideas; displays ability to influence key decision-makers; achieves win-win outcomes; uses authority appropriately to accomplish goals; addresses divergent opinions.
- Recruitment & Staffing - Utilizes recruitment sources; exhibits sound interviewing skills; presents positive, realistic view of the organization; analyzes and forecasts staffing needs; makes quality hiring decisions.
- Cost Consciousness - Works within approved budget; develops and implements cost saving measures; contributes to profits and revenue; conserves organizational resources.

- Diversity - Demonstrates knowledge of EEO policy; shows respect and sensitivity for cultural differences; educates others on the value of diversity; promotes a harassment-free environment; builds a diverse workforce.
- Ethics - Treats people with respect; keeps commitments; inspires the trust of others; works with integrity and principles; upholds organizational values.
- Organizational Support - Follows policies and procedures; completes administrative tasks correctly and on time; supports organization's goals and values; benefits organization through outside activities; supports affirmative action and respects diversity.
- Strategic Thinking - Develops strategies to achieve organizational goals; understands organization's strengths & weaknesses; analyzes market and competition; identifies external threats and opportunities; adapts strategy to changing conditions.
- Adaptability - Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.
- Consultative Selling - Qualifies potential customers; builds rapport and establishes trust; asks questions to discover client business needs; applies product and market knowledge effectively; presents solutions that meet customer objectives; manages and documents sales process.
- Achievement Focus – Sets and achieves challenging goals; demonstrates persistence and overcomes obstacles; measures self against standard of excellence; recognizes and acts on opportunities; takes calculated risks to accomplish goals.
- Personal Appearance - Dresses appropriately for position; keeps self well groomed.
- Sales Skills - Achieves sales goals; overcomes objections with persuasion and persistence; initiates new contacts; maintains customer satisfaction; maintains records and promptly submits information.
- Attendance/Punctuality - Is consistently at work and on time; ensures work responsibilities are covered when absent; arrives at meetings and appointments on time.
- Dependability - Follows instructions, responds to management direction; takes responsibility for own actions; keeps commitments; commits to long hours of work when necessary to reach goals; completes tasks on time or notifies appropriate person with an alternate plan.
- Initiative – Volunteers readily; undertakes self-development activities; seeks increased responsibilities; takes independent actions and calculated risks; looks for and takes advantage of opportunities; asks for and offers help when needed.
- Innovation - Displays original thinking and creativity; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas; presents ideas and information in a manner that gets others' attention.
- Judgement - Displays willingness to make decisions; exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.
- Planning/Organizing - Prioritizes and plans work activities; uses time efficiently; plans for additional resources; sets goals and objectives; organizes or schedules other people and their tasks; develops realistic action plans.
- Quality - Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.
- Quantity - Meets productivity standards; completes work in timely manner; strives to increase productivity; works quickly.
- Safety and Security - Observes safety and security procedures; determines appropriate action beyond guidelines; reports potentially unsafe conditions; uses equipment and materials properly.
- Focus - Ability to maintain attention in a high-volume, fast-paced environment.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience: Bachelor's degree from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

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

Mathematical Skills: Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability: Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Computer Skills: To perform this job successfully, an individual must have working knowledge of Microsoft Office (Word, Excel, Power Point, etc.). Upon hire and training, the individual must be able to successfully utilize the Jeff Rouse Swim and Sport Center Member/Guest registration software and Timeclock software.

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 use hands to finger, handle, or feel and talk or hear.
- The employee is frequently required to stand; walk and sit.
- The employee is occasionally required to 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 10 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

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 or humid conditions (non-weather); work near moving mechanical parts; work in high, precarious places; fumes or airborne particles; toxic or caustic chemicals; outdoor weather conditions; extreme cold (non-weather); extreme heat (non-weather); risk of electrical shock; work with explosives; risk of radiation and vibration.
- The noise level in the work environment is usually low to moderate.

I, _____ (Employee's Name), hereby certify that I understand and agree to abide by the terms and conditions of my employment set forth in this JRSSC Membership Director Job Description.

Employee's Signature

Date

General Manager (Print Name)

General Manager Signature

Date

Human Resources (Print Name)

Human Resources Signature

Date