

<b>Title:</b>	<b>Vice President – Membership &amp; Programs</b>
<b>Reports To:</b>	<b>CEO</b>
<b>Branch/ Department:</b>	<b>Metro/Admin</b>
<b>Status:</b>	<b>Exempt</b>
<b>Revision Date:</b>	<b>December, 2011</b>

## **Position Objective**

This position will lead in all aspects of membership and program development and service in an effort to have all participants become net promoters of the YMCA of Greenville through high membership/program satisfaction. VP of Membership and Programs will report directly to the CEO and will provide leadership oversight to all branch executives in eight locations in Greenville County. In addition to generating net promoters for the Y, the VP will work with other YMCA corporate staff to effectively measure program impact and to annually increase participation in all program areas.

## **I. Position Activities**

- Work to understand program trends, impact of existing programs and create program initiatives that help the YMCA become more effective in developing youth and family members.
- Lead branch executives to develop professionally, to increase the awareness of their respective branches and to increase program and membership satisfaction every year.
- Assist the VP of Development and the CEO in developing high performing, mission-drive volunteer boards of advisors dedicated to resource development for each branch. Additionally, work with the VP Development and branch executives on both annual and capital campaigns.
- Assist the VP of Risk Management & Facilities and branch executives in their efforts to improve risk management policies and procedures throughout the YMCA of Greenville.
- Assist the VP of Education& Training and branch executives as they implement a career development strategy for themselves and their immediate support staff. Additionally, work with VP of Education& Training to track the association strategic plan completion – by branch.
- Assist VP of Education& Training in annual, third party, program and membership surveys and research. Utilizing the results of each tool to plan and better serve respective branch communities.
- Assist the VP of Marketing and Public Relations and branch executives as they work to fully implement the new branding standards of YUSA. Additionally, raise the awareness of the Y's mission through effective Marketing/PR strategy – set forth by the VP of Marketing and Public Relations.
- Special emphasis will be required for leading branch executives, support staff and volunteers to increase new membership and encourage existing members to become involved in small group activities.
- Special emphasis will be required to for leading branch executives to develop cutting edge program components for child care, youth sports, aquatics and wellness programs.

- Assist the YMCA of Greenville branch executive staff to become involved in policies, systems and environmental change efforts within their local communities and within their respective branches – supporting the work of the Y’s partner “LiveWell Greenville.”
- Serve as a liaison between the CFO and branch executives, ensuring that branch financial transactions are completed according to policy and on a timely basis. Frequent discussions and reviews with branch executives of monthly variance reports are necessary to understand branch financial performance requirements. Following each review, action steps must be implemented to meet or exceed all budgeted expectations related to membership and program performance.
- Report membership service and program progress to board of directors (every board meeting).
- Responsible for hiring/dismissing branch executive-level personnel as needed.
- Serves as a member of the Metro YMCA professional team, continuously working to strengthen the Y through excellent programs and outstanding membership service.

**II. Planning Activities**

- Budget
- Programmatic initiatives, revenue growth, and progress
- Membership growth

**III. Problem Solving Activities**

**IV. Job Complexity**

**V. Supervision Activities**

Does this position require supervision of other employees? yes

If yes, what are their job titles? List the supervisory responsibilities below.

1. Branch Executive Directors
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**VI. Quantitative Dimensions**

<b>Dimension Description</b>	<b>Measurement</b>
Leadership	
Fiscal Management	
Risk Management	
Facilities Management	
Procurement Management – Cost Savings	

**VII. Skills – Essential**

- Must have a Bachelor’s degree in a related field or equivalent work experience.
- Must have at least 10+ years or more of program development/management and membership experience.

- An excellent understanding of program trends is required.
- Must have demonstrated experience in developing high performing, mission-driven volunteer board of advisors.
- Excellent personnel management skills are required to be successful in this role.
- Must be able to communicate effectively, both written and verbally, with all levels of the organization and its business partners.
- Must have managed at least a two-tiered management structure previously (at least managed a manager or supervisor).
- Must have previously managed through a period of significant organizational change.
- Must have demonstrated experience in fundraising through both annual and capital campaigns
- Ability to handle multiple projects and to meet deadlines, goals and budgets are keys to success.
- Must be well organized, detail oriented, and computer literate – proficiency in Microsoft Word and Excel required.

### Skills – Preferred

- YMCA experience is a plus.

### VIII. Physical Demands/Work Environment

**Physical Requirements/Essential Functions (ADA compliance): Please check all that apply to this position.**

**Activity:**  
**(If more than 2+ hours per day)**

standing    sitting    walking    stooping    running    climbing    writing  
 filing  
 crawling    squatting    bending    twisting    balancing

**Lifting to include:**

up to 10 lbs.    11-25 lbs.    26-60 lbs.    61-75 lbs.    over 75 lbs.     
 pulling  
 pushing    carrying

**Environmental Conditions:**

cold    heat    noisy    fumes    odors    mists    vibration    dust    wet &/or humid

**Sensory:**

hearing to converse    hearing to use the telephone    tasting/smelling    talking  
 reading distance 1-5 feet    reading distance 10-30 feet

**Driving:**

Incidental driver    regular driver

**Keying:**       left-hand dominant    right-hand dominant    occasionally (2-3 hours weekly)  
                  frequently (2-3 hours daily)    continuously (4+ hours daily)

**Safety:**      List specifics

## **IX. Signatures**

**Partner:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Manager/  
Supervisor:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Human  
Resources:** \_\_\_\_\_

**Date:** \_\_\_\_\_