



United Jewish Federation
OF TIDEWATER



POSITION TITLE: Membership Manager
COMPANY NAME: United Jewish Federation of Tidewater/Simon Family JCC
REPORTS TO: Wellness Department Director
CLASSIFICATION: Full Time/Exempt

Position Summary

Under the direction of the Wellness Director, the Membership Manager is responsible for all aspects of membership development, customer service, member retention, and evaluation of systems to increase membership, customer satisfaction, customer participation and revenue generation.

Key Areas of Responsibility

- Leads key membership campaigns
- Development of annual membership and customer service budgets working with the Wellness Director
- Works collaboratively with Finance to create systems for monitoring and reporting of membership numbers, and income as it relates to budget
- Retention of existing membership
- Facilitate membership sales training with front desk and fitness staff to ensure membership tours are conducted using standardized sales protocols
- Develops and implements strategic approaches to new membership recruitment retention, and programs/outreach to ensure they are unique and/or competitive
- Ensure consistent customer service, spotless club environment and friendly, knowledgeable staff
- Recruit, train, supervise, and develop front desk staff to efficiently serve members
- Develop strong proficiency usage in current customer service software
- Integrate standardized procedures for member services
- Handle all customer service issues and concerns, while facilitating communications with all departments

Management, Supervision and Administration

- Direct supervision of the Customer Service/Front Desk staff, day-to-day operations, and functioning of the membership service desk
- Works closely with the Wellness Director and Marketing Director to develop and implement effective programs to attract, retain and maintain engagement of membership
- Leads follow-up activities on all events to maximize new member potential
- Hires, trains and supervises all CSR staff

- Track and report daily membership sales and cancelations
- Monitors Silver Sneakers program to ensure accurate membership statistics, maximum swipes, and appropriate programming
- Plans and implements membership appreciation events
- Interprets and represents the organization, responding to member issues and concerns

Qualifications

- Minimum Education/Experience
- BA/BS degree from an accredited college or university
- 5 years of management/supervisory experience with proven sales, marketing & customer service background require

Skills, Competencies and Attributes

- Strong customer focus, both internally and externally and the ability to foster this attitude and skill in others
- Strong supervisory skills with the ability to train staff
- Ability to build strong partnerships in an environment of collaboration, both internally and externally with particular emphasis in the Jewish Community
- Ability to develop and sustain a team approach to program and service development
- Excellent ability to adapt communication and interpersonal style to Jewish, Interfaith and general audiences
- Proven proficiency with Microsoft Office Suite
- Strong understanding, appreciation, knowledge of Jewish culture, heritage and traditions, incorporated in the mission and values of the JCC
- Willingness to work evenings, weekends and holidays as required
- Willingness to perform other related duties as needed, required or assigned
- Strong customer service background with ability to train in customer service

The duties outlined in this job description are meant to be representative, but not all-inclusive, assigned to this job. These duties may be amended at the discretion of the Executive Vice President

The Simon Family Jewish Community Center is firmly committed to a policy of equal employment opportunity for all qualified persons without regard to race, color, religion, national origin, age, gender, sexual orientation, non-disqualifying disability or veteran status.