



**POSITION TITLE:** MEMBERSHIP DIRECTOR  
**DEPARTMENT:** MEMBERSHIP AND MARKETING  
**REPORTS TO:** SPORTS AND WELLNESS DIRECTOR  
**STATUS:** FULL-TIME (EXEMPT)

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**SUMMARY:**

The Membership Director manages membership retention, recruitment and daily operations for the membership department. He or she plans, directs, coordinates, and administers membership and agency relations acquisition, renewal, benefits and promotional programs for members. Serves as the community relations liaison to increase awareness of the J in the area and growth the number of new members. Prepares and manages budgets, reports and attends Membership meetings.

**RESPONSIBILITIES:**

- Supervises, trains, and evaluates all full-time staff in the Membership Department.
- Responsible for attracting new members through advertising (print, radio, television, banners, etc.), outreach, community involvement and networking.
- Organize community focus groups to better determine how we can meet community needs and expand interest in our services and programs.
- Responsible for retaining existing members by promoting DPJCC programs, communicating with members through email, surveys and reaching out to members at the center. Also provides incentives or rewards to existing members.
- Tour, interview, solicit and follow-up on prospective new members. Explain DPJCC goals and services.
- Follow-up with member complaints and issues.
- Develop and present budget for Membership Department. Monitor fiscal performance on a monthly basis. Develop membership specific budgets and track financial progress of member recruitment and retention to share at budget meetings.
- Produce statistical data monthly for CEO, CFO, and DPJCC Board of Directors.
- Staff advisor and resource professional for the Membership and Marketing Committee.
- Coordinate activities of the Membership and Marketing Committee to further goals of Membership Department and to develop programs and services for members.
- Oversee financial assistance process for membership. Keep track of dollars available and paperwork needed to process both new members and renewals.
- Attend DPJCC staff meetings and supervisory sessions with Sports & Wellness Director.
- Oversee SilverSneakers® and Silver&Fit memberships and programming.
- Oversee J-Rewards program by recruiting participants and marketing benefits to membership.

**POSITION TITLE**  
**MEMBERSHIP DIRECTOR (cont.)**

- Analyze membership data and current trends.
- Develop and implement membership plans for retention of current members and growth of new members, according to client work-plan activities and Board goals.
- Coordinate, manage, track, and evaluate all membership and renewal activities, including new member, renewal, and potential member mailings.
- Develop membership marketing and promotional materials, including applications, welcome kits, certificates, membership cards, and other collateral, in collaboration with the Communications Department.
- Work with Finance department to ensure financial tracking of membership.
- Ensure membership lists are updated on client websites on a monthly basis.
- Oversee all client databases and ensure the information is kept up-to-date and accurate.
- Coordinate ideas and messages for e-blast and other announcements.
- Work with staff on communicating member needs, services and pertinent information for client websites, newsletters, and other communication vehicles.
- Respond to requests for information from members and other constituents.
- Suggest new policies and updates to existing policies related to membership.