



YMCA OF METROPOLITAN DETROIT

JOB VACANCY

"An Equal Opportunity Employer"

TITLE

Membership & Marketing Director

HIRING RANGE

\$40,000-\$45,000 On Target Earnings (Base + Commission)

ADDRESS

South Oakland Family YMCA
1016 W. Eleven Mile Road
Royal Oak, MI 48067

DATES

Resumes until June 12, 2009

MINIMUM CRITERIA

- Bachelors degree with an emphasis on marketing, public relations or business administration required
- Experience in membership or a related field required
- At least three years' related work experience is preferred
- Supervisory experience required
- Strong language, business and mathematical skills, sound reasoning ability, and aptitude for working with others required
- Specific skills in budget development and control and skills relating to volunteers and parents required

JOB SEGMENTS

- Recruit, supervise and evaluate highly motivated membership staff and volunteers as part of membership process
- Develop, implement, and manage all membership recruitment efforts including internal promotions, advertising, media, cross-promotions, with established goals and tracking.
- Develop, implement and manage all retention strategies and member engagement efforts with established goals and tracking
- Establish positive, result-oriented relationships with area businesses, corporations, and organizations.
- Develop and/or coordinate events, presentations, seminars, and membership promotions within the community
- Working with a peer group, guide and lead association-wide marketing efforts ensuring goals are met on both a local and regional basis.

POSITION DESCRIPTION

Excellent opportunity for a self-starter who under the direction of the branch executive shall be responsible for the implementation

and administration of membership recruitment and retention strategies representing the YMCA mission, policies and character development. This position works with a peer group to develop and guide marketing, media, and promotional efforts that support the programs and services both on a local and association-wide level. Bachelor's degree marketing, public relations or related field required.

PROGRAMS

The South Oakland Family YMCA offers comprehensive youth, adult and family programs including aquatics, fitness, seniors, adult and youth leagues and membership activities.

FACILITY

Full facility with pool, gym and Wellness Center

SERVICE AREA

The South Oakland Family YMCA serves Royal Oak, Huntington Woods and surrounding areas.

**WHY LIVE IN THE
METROPOLITAN
DETROIT AREA**

The Detroit Metropolitan area is thriving with residential and commercial construction. Michigan is the home of major international companies, organizations, colleges and universities. Very diverse employment opportunities make the area stable economically. Upscale housing, award winning schools and family-oriented communities make Metropolitan Detroit a great place to live, work and play.

Send Resumes to:

Lynne Wilcox, Executive Director
South Oakland Family YMCA
1016 West Eleven Mile Road
Royal Oak, MI 48067
lwilcox@ymcametrodetroit.org