



Job Title: **Membership Director**

Reports To: Chief Operating Officer

Department: Membership

Status: Exempt/Full-time

(Please submit all resumes to HR@MBJCC.org referencing the job title)

Position Summary:

The Membership Director will be responsible for setting, directing and ultimately implementing plans and programs designed to enhance the acquisition, retention and satisfaction of MBJCC members, with the goal of increasing income from membership dues and program utilization. The Membership Director services guests, as well as new and existing members with equal priority, and ensures that recruitment, retention, customer service and customer satisfaction are of the highest quality. The Membership Director generates excitement and interest in the Center and in the community. They will focus on procedures that generate new members and retain existing members.

Essential Functions:

- Build the membership base to targeted units based on budget sales goals and increase over last year.
- Responsible for the overall operations of the Membership Department including recruitment/outreach, retention, billing, freeze/hold and membership resignations.
- Work cooperatively with Fitness, Camping/Family Services, Arts & Culture and other MBJCC Departments.
- Serving the membership base, increasing membership units, streamlining the process in handling the operations of the membership department, improve tracking and reporting and handle all follow-throughs on a timely basis.
- Work closely with Front Desk Personnel to assure the highest level of customer service in an effort to provide the most accurate and timely information both in person and on the phone.
- Community Outreach to local businesses, schools, synagogues, organizations and networking meetings to increase memberships.

Responsibilities (Include but not limited to):

- Acquiring new members and introducing them appropriately to the value of MBJCC membership.
- Retaining current members with a high level of customer satisfaction.
- Working across departments to reach sales revenue goals in all areas, with focus on cross-selling.

- Ability to supervise support staff.
- Setting and managing the Department budget.
- Provide all statistical and reporting information monthly.
- Maintain daily logs of tours, information calls, and guests to follow-up on, and track your progress.
- Implementing and maintaining systems and tracking to support the department infrastructure.
- Prepare and organize special events, open houses, monthly membership appreciation events, etc. to bring prospective clients to the MBJCC and retain current members.
- Develop relationships and establish a membership referral program.
- Promote additional service and product sales at point of sales (upselling memberships, programs and services).
- Oversees both new and current members relative to usage and success of their membership with the MBJCC.
- Ongoing retention calls to new and current members regularly to insure usage and satisfaction. Troubleshoots any problems along the way, with sensitivity to other departments.
- Be responsive to member feedback. Follow up with member within 24 hours.
- People skills, exemplary oral and written communication skills is required.
- Attention to detail, strong computer abilities and a demonstration of proven sales experience are necessary.

Qualifications:

- B.A./B.S. Degree in related field required.
- Supervisory, program, and administrative skills preferred.
- Direct sales and management experience required.
- Demonstrated skills in oral and written presentation.
- Understanding of and commitment to Jewish culture, tradition and community.

The Membership Director must have a warm and outgoing personality, be comfortable with relationship development, and be sensitive to the “customer service” commitment of the Miami Beach JCC – A Center of Excellence.

Who We Are:

The Miami Beach JCC is a community agency with a fitness center, aquatics facility, summer camp, arts & culture, after school activities and a variety of enrichment programs, and cultural events for all ages and segments of the community.