



JOB DESCRIPTION

YMCA OF METROPOLITAN LOS ANGELES

Job Title: Membership Sales Representative
FLSA Status: Non-Exempt
Status:
Competency Level: Leader

Reports To:
Job Grade: N-61
Start Date:

POSITION SUMMARY

The Membership Sales Representative is responsible for leading membership growth including marketing and lead generation, prospect management, and conversion to membership. The Membership Sales Representative will meet and exceed sales goals by handling all membership inquiries (phone, email, in person), identifying and actively problem-solving to overcome objections/obstacles to joining. Other responsibilities will include community outreach by participating in the planning and execution of membership marketing events in an effort to increase membership growth.

MINIMUM QUALIFICATIONS

- **EDUCATION:** high school diploma or equivalent required; 4-year degree preferred
- **SPECIALIZED SKILLS:** Strong character values; written & verbal communication skills; basic computer skills and working knowledge of M/S Office; trained in Listen First, preferred
- **RELATED EXPERIENCE:** 1-2 years marketing and sales experience

WORK ENVIRONMENT/MINIMUM PHYSICAL REQUIREMENTS

- You must have the physical, visual, and auditory ability to perform the essential functions of the job with or without reasonable accommodations.

ESSENTIAL FUNCTIONS

Program Delivery

1. Create a welcoming environment for all by warmly greeting all members and guests.
2. Assist Membership Sales Director to develop strategies to drive potential members and retain existing members through marketing initiatives including: social media, word of mouth, referrals, acquisition events etc.
3. Participate in all membership promotional campaigns, events and initiatives; include contact data collection for prospects; follow up for promotional activities; support program initiatives as necessary.
4. Obtain sales leads via walk-ins, telephone inquiries and membership marketing events
5. Conduct all phone and in-person prospective member interviews (during hours worked), and provide welcoming and thorough tours; Close all interviews/tours with an invitation to join the YMCA; Meet or exceed individual monthly sales goals.
6. Follow up with all prospects in an effort to convert prospects to membership; meet or exceed monthly prospecting goals.

Member Engagement

7. Respond to inquiries by providing accurate and thorough information at all times while on the phone or conducting an interview; understand and be able to discuss and promote all YMCA programs.
8. Provide supplementary support to Membership Service team when necessary including:
 - a. Provide excellent customer service to members, guests, and program participants.
 - b. Process program registrations, payments, and membership enrollments.
 - c. Provide welcome facilitation (a.k.a. access control) by confirming that all membership cards are scanned upon entry to ensure membership is active and up to date. This includes



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YMCA OF METROPOLITAN LOS ANGELES

checking to ensure photo on membership card matches individual entering the facility as well as checking Member Access Notes to resolve any outstanding matters when necessary.

9. Intervene in all membership cancellations and conduct all associated exit interviews; strive to save relationships.
 - d. Track issues to look for patterns in cancellation issues; actively work to resolve recurring issues.

Administration & Compliance

10. Complete necessary reporting as it relates to new member growth, including data management and report analysis (e.g. weekly tour/pass reports and conversion rates, Percent of new member/prospect records with email/phone, etc.).
11. **Attend** staff meetings and trainings as required.
12. **Uphold** YMCA policies for safety, supervision, mandated reporting and risk management.
13. **Demonstrate** the Six Pillars of Character (Trustworthiness, Citizenship, Respect, Responsibility, Caring, Fairness) as well as the YMCA Core Values of caring, respect, honesty and responsibility in all dealings with members, guests, volunteers and fellow staff.
14. **Demonstrate** competencies in and willingness to develop in the Cause Driven Leadership areas of mission advancement, collaboration, operational effectiveness and personal growth.
15. All other duties as assigned.

YMCA LEADERSHIP COMPETENCIES

The Y's Leadership Competency Model is comprised of 18 leadership competencies (leadership knowledge, skills, and behaviors required for success in the Y), organized by the four disciplines of cause-driven leadership:

- **Mission Advancement:** advancing the Y's promise to strengthen community
Competencies include: Values, Community, Volunteerism, Philanthropy
- **Collaboration:** working with, understanding and developing others
Competencies Include: Inclusion, Relationships, Influence, Communication, Developing Others
- **Operational Effectiveness:** ensuring relevance, effectiveness, and sustainability
Competencies include: Decision Making, Innovation, Project Management, Finance, Quality Results
- **Personal Growth:** developing continually to adapt to new challenges
Competencies include: Self Development, Change Capacity, Emotional Maturity, Functional Expertise

While all competencies are significant the following are critical to success in this position:

- Community
- Influence
- Communication
- Project Management
- Quality Results



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YMCA OF METROPOLITAN LOS ANGELES

ACKNOWLEDGEMENT

The statements in this job description are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

Employee Signature

Date

Supervisor Signature

Date

This description is intended to indicate the kinds of tasks and levels of work difficulty required of the position given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of management to assign, direct and control the work of employees under supervision. The listing of duties and responsibilities shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.