



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MARSHFIELD AREA YMCA, INC. Job Description

Job Title: **Director of Member Experience & Community Outreach**

Class: **Full-time; Exempt**

Job Location: **Marshfield Clinic Health System YMCA-Marshfield Center**
410 W McMillan St, Marshfield WI, 54449

Reports to: **Vice President of Mission Advancement**

Salary Range: **\$50,000-\$57,000**

WHY JOIN THE YMCA TEAM:

When you work for the YMCA, you're part of a cause-driven organization committed to strengthening community and supporting personal growth. We're proud to offer a comprehensive benefits package that supports your health, well-being, and professional success:

- Comprehensive medical, dental, and vision coverage, plus life insurance and mental health resources
- Complimentary YMCA membership (a \$1,000+ annual value)
- Retirement plan with employer contributions (upon eligibility)
- Generous paid time off and holiday pay
- Professional development through Y-USA's national learning programs
- Discounts on YMCA Child Care (subject to availability)
- Reduced rates for YMCA programs

POSITION SUMMARY:

At the Marshfield Clinic Health System YMCA, we believe every interaction is an opportunity to create belonging. The Director of Member Experience & Community Outreach plays a critical leadership role in shaping how members, guests, and the broader community experience our Y—from their very first hello to their long-term connection with our mission.

This role leads our frontline team and member services operations with a focus on hospitality, inclusion, and excellence. More than managing a desk or a schedule, this leader sets the tone for our culture, ensures our facility feels welcoming and safe at all times, and builds meaningful connections within our community. The ideal candidate is a people-first professional who thrives at the intersection of service, leadership, and community impact.

QUALIFICATIONS & EXPERIENCE:

- Minimum of 3-5 years of supervisory experience or progressive leadership experience in developing teams, preferably in a customer service, membership, hospitality, or community-based setting, with the ability to motivate, retain, and support staff while fostering a positive, inclusive, and accountable culture.
- Bachelor's degree in communications, management, or a related field OR an equivalent combination of education and relevant experience.
- Strong interpersonal, communication, and problem-solving skills, with a passion for building relationships that strengthen member engagement, satisfaction, and retention.
- Ability to manage staff schedules, oversee operations outside of standard business hours, and ensure a safe, positive, and welcoming facility experience.
- Strong organizational skills with the ability to manage daily operations while maintaining a big-picture, strategic perspective.
- Experience working with customer relationship management (CRM) systems and using data to support member engagement and retention.

- Ability to develop and manage departmental budgets, responsibly oversee financial resources, and support fundraising efforts, including the YMCA's Annual Campaign.
- Self-directed, motivated, and creative leader who models YMCA values, coaches with empathy, and holds staff accountable with clarity and consistency.
- Working knowledge of Microsoft Office or similar software.
- Ability to work a flexible schedule, including evenings and weekends, as needed to support staff and facility operations.
- Willingness to obtain and maintain required YMCA certifications within the first 90 days, including CPR, AED, First Aid, Child Abuse Prevention, Bloodborne Pathogens, and Hazard Communication, and to participate in ongoing training and professional development.
- Spanish-speaking ability is a plus and supports our commitment to serving the full diversity of our community.

ESSENTIAL FUNCTIONS:

Member Experience & Culture

- Lead and champion an exceptional, welcoming member experience that reflects the YMCA's mission, values, and commitment to inclusion.
- Set the tone for hospitality, professionalism, and service excellence across all member-facing interactions.
- Ensure members, guests, and program participants feel safe, supported, and connected from first visit through long-term engagement.

Frontline Staff Leadership & Development

- Recruit, train, schedule, and supervise frontline and member services staff.
- Build a positive, inclusive, and accountable team culture through effective onboarding, coaching, performance feedback, and recognition.
- Set performance expectations, facilitate trainings and staff meetings and ensure career development and succession planning in alignment with Association HR and leadership expectations.
- Serve as a visible leader who supports staff during peak times and provides guidance during evenings and weekends as needed.

Operations & Facility Oversight

- Oversee daily member services operations, including staffing coverage and facility oversight outside of standard business hours.
- Ensure consistent, high-quality service delivery while maintaining safety, cleanliness, and operational standards and procedures.
- Collaborate with other departments to support smooth facility operations and positive cross-functional communication.
- Prepare and implement membership marketing promotions in partnership with Marketing and Leadership.

Member Engagement & Retention

- Oversee membership processes including new member onboarding, orientations, and ongoing engagement strategies.
- Use CRM systems and data to track member interactions, identify trends, and support retention and relationship-building efforts.
- Address member feedback and concerns with empathy, professionalism, and timely follow-up.

Community Outreach & Inclusion

- Serve as a key ambassador for the YMCA, building relationships with community members and partners to expand awareness and engagement.
- Support outreach efforts that reflect the diversity of the community and promote access, belonging, and participation.
- Support bilingual or culturally responsive service efforts, including Spanish-speaking engagement when possible.

Budget & Resource Management

- Develop and manage the member services department budget, ensuring responsible stewardship of financial resources.
- Support fundraising initiatives, including the YMCA's Annual Campaign, through relationship-building and member engagement.
- Identify opportunities to improve efficiency and enhance the member experience within available resources.

Compliance & Professional Development

- Ensure compliance with YMCA policies, procedures, and safety standards.
- Obtain and maintain required certifications and participate in ongoing training and professional development.
- Model YMCA values in all interactions and decision-making.

WORKING CONDITIONS & ENVIRONMENT:

- This position is based in a community-centered YMCA facility with regular interaction with members, staff, and guests.
- Work is performed in a fast-paced, people-focused environment and involves managing multiple priorities, responding to member needs, and making timely decisions.
- The role requires the ability to communicate effectively, observe operations, and respond appropriately to situations involving members, staff, or guests.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

APPLICATION PROCESS:

Interested applicants are invited to submit a YMCA employment application and resume by noon on Friday, February 20, 2026 to rhill@mfldymca.org. Please indicate position applying for in the subject line of your email.

All offers for employment with the Marshfield Area YMCA, Inc. are contingent upon the candidate having successfully completed a criminal background check. We will consider people with criminal histories in a manner consistent with the requirements of applicable local, state, and Federal laws.

The Marshfield Area YMCA, Inc. is an Equal Opportunity Employer committed to valuing diversity and practicing inclusion.

We provide our employees with a robust employee benefits plan that focuses on the mental and physical wellness of our team. We strive to offer a flexible work environment that allows our team members to be productive in both their work and home lives.

We will ensure that individuals with disabilities are provided reasonable accommodation to participate in the job application or interview process, to perform essential job functions, and to receive other benefits and privileges of employment.