



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

GREATER HOLYOKE YMCA

Job Title: Membership Sales Lead
FLSA Status: Exempt
Reports to: Associate Executive Director
Department: Membership

Date Prepared: June 2024
Leadership Level: Team Leader

Position Summary:

Membership Sales Staff will connect with individuals in the community, introduce them to the reasons "the Y is So Much More!" and ultimately achieve membership sales goals. The Membership Sales Representative promotes the sale of new memberships in a manner that fosters member retention. The position involves generation of new membership leads, booking appointments, conducting tours, presenting rates, asking for the sale, handling objections, and following-up with prospects. Additional responsibilities include generating referrals and participating in marketing activities and special events to achieve required lead generation targets.

Our Culture:

Our mission and core values are brought to life by our culture. In the Y, we strive to live our cause of strengthening communities with purpose and intentionality every day. We are welcoming: we are open to all. We are a place where you can belong and become. We are genuine: we value you and embrace your individuality. We are hopeful: we believe in you and your potential to become a catalyst in the world. We are nurturing and we support you in your journey to develop your full potential. We are determined: above all else, we are on a relentless quest to make our community stronger, beginning with you.

Essential Functions:

- Building meaningful, trusting, collaborative relationships.
- Educates themselves on current membership sales promotions best practices in Y-USA membership recruitment strategies
- Serve as the primary point of contact for Daxko Operations and maintains validity of data within the system
- Achieve established sales goals by working prospect lists and develop new prospects to sell membership and program through a variety of sales medium, including daily phone calls and strategic partnership development opportunities.
- Collaborate with Member Service Staff and Wellness Center Staff to transition new members to complete Wellness Orientations and have a positive membership experience.
- Work collaboratively with Marketing & Membership Coordinator in implementing promotions and campaigns.

- Use Listen First skills to understand prospect needs and communicate the benefits of a Y membership, making the Y accessible to people of different backgrounds, abilities, opinions, and perceptions.
- Represent the Y at community events or corporate partners to grow membership and program sales.
- Understand the full suite of Y programs, promotions, and services to upsell and introduce members to additional benefits of a Y membership.
- Conduct tours to engage prospective members in program areas.
- Furthers their knowledge of sales and marketing techniques through continued education (webinars, blogs, e-newsletters, etc.).
- Oversee and support various projects as assigned.

Qualifications:

- A customer service aptitude and passion for the Y's cause is important.
- A high school diploma (or equivalent) is required.
- Sales experience preferred.
- Requires excellent telephone, face to face, and written communication skills tailored to the appropriate audience.
- Excellent computer skills, including Microsoft office, and data entry skills are important.
- Ability to learn new software systems required.
- Attention to detail and the commitment to confidentiality are essential.
- Must complete Listen First and Cause Driven Tour training within the first nine months of employment.
- Inclusion - works effectively with people of different backgrounds, abilities, opinions, and perceptions
- Obtain YMCA Leadership Certification within 6 months of employment

YMCA Competencies (Multi-Team or Branch Leader):

1. **Communication & Influence:** Listens and expresses self effectively and in a way that engages, inspires, and builds commitment to the Y's cause.
2. **Building Relationships:** Connect people to the Y's cause by developing inclusive relationships and collaboration. Create sustainable relationships within the Y.
3. **Advancing our Mission & Cause:** As a cause driven leader you will support the Y, its members, participants, staff, and volunteers by living the Y's values of CARING, HONESTY, RESPECT, AND RESPONSIBILITY, in all interactions and aspects of job performance, and demonstrate the desire to serve others and fulfill community needs.
4. **Philanthropy:** As a charitable organization, the Y depends heavily on financial support from the community. You will be called upon to support fundraising initiatives.
5. **Critical Thinking and Decision Making:** You are empowered to make informed decisions within the scope of delivering exceptional SMART Service. Make these decisions based on logic, data, and sound judgement.
6. **Inclusion:** Values all people for their unique talents and takes an active role in promoting practices that support diversity and inclusion.
7. **Emotional Maturity:** How we understand and conduct ourselves impacts our relationships and ability to achieve membership sales goals. Demonstrate the ability to understand and manage emotions effectively in all situations.
8. **Physical Requirements:** Generally, you will work in an office environment. The ability to move freely about the centers is important as you give facility tours. You will also need to travel off-site to represent the Y at community events or corporate partner worksites

Physical Demands:

Sufficient strength, agility, and mobility to perform essential functions of position. Job requires standing and walking for long periods of time. Ability to lift boxes and other smaller items as needed.

Application

Please note that all employment offers are contingent on the successful completion of a background check, reference check, and new hire packet. At the Greater Holyoke YMCA, we are committed to creating a diverse and inclusive workplace where everyone feels welcome, valued, and respected. We believe that diversity of thought, experience, and background is essential to our success. We are an equal opportunity employer and do not discriminate based on race, color, religion, gender, national origin, age, disability, sexual orientation, or any other protected status.

At Greater Holyoke YMCA we believe our staff is our greatest resource. Our mission is to:

- To provide a work environment that enables our staff to be impactful and productive while feeling supported and appreciated.
- To create opportunities for growth and success through guidance and constructive feedback.
- To further advance the YMCA mission through satisfied employees, volunteers, members and participants.
- To make a positive impact on our community!

If you would like to apply to join our team, please email a resume and cover letter to jchartier@holyokeymca.org or contact 413-372-1461.