

## **YMCA of Greater Moncton Job Opportunity**

Job Title: Senior Director of Membership Sales and Services

Status: Contract – One Year – Salaried (40hrs/week)

Requires: Flexible Schedule

Salary: \$46000 to \$53000

### **Position Overview**

The Senior Director of Membership Sales and Services will report directly to the Vice President of Membership Sales and Marketing and be responsible for overseeing the Food Services budget and operation, as well as the Membership Department's strategic membership growth and retention efforts. This includes driving sales initiatives, ensuring superior customer service, managing member relations, and leading a team of staff to fulfill the YMCA's core mission, vision, and values.

In addition, this position will lead membership marketing and communication efforts, working closely with the marketing team to develop and implement campaigns that promote the YMCA's services and attract new members. While the role involves high-level strategy and leadership, the Senior Director will remain actively involved in working closely with members and overseeing daily operations to ensure a smooth and responsive service environment.

As part of this evolving role, additional responsibilities may be assigned as the needs of the department and organization change.

### **Key Responsibilities**

- Strategic Leadership: Lead the department in developing and executing a membership growth and retention strategy, ensuring alignment with the overall goals of the YMCA.
- Sales and Revenue Generation: Drive membership sales through effective marketing, outreach, and relationship-building strategies, focusing on increasing new memberships and retaining existing ones.
- Member Relations: Work closely with members to ensure they experience exceptional service. Lead the member relations strategy, address any issues that arise, and act as the primary contact for escalated member concerns.
- Daily Operations: Oversee the daily operations of the membership team to ensure smooth functioning, efficient service, and adherence to YMCA standards.
- Membership Marketing and Communication: Collaborate with the marketing team to create, implement, and evaluate membership marketing campaigns, promotional strategies, and member communications. Ensure alignment with YMCA branding and messaging, targeting potential new members while engaging the existing member base.
- Staff Leadership and Development: Oversee recruitment, training, and coaching of membership team members to maintain a high standard of service and support team development.
- Collaboration: Work closely with the VP of Membership Services, Marketing, and other departments to identify opportunities for service enhancements, partnerships, and new initiatives.

- Performance Management: Monitor membership sales performance, track KPIs, and make data-driven decisions to adjust strategies as needed to meet or exceed targets.
- Financial Management: Provide input on departmental budgets, projections, and cost control measures.
- Hiring and Scheduling: Work collaboratively with department supervisors to manage hiring and scheduling processes.
- Policy & Compliance: Ensure the department follows all YMCA policies and procedures, with particular emphasis on child safeguarding, safety and access standards, and compliance requirements.
- Y Café Management: Oversee the operations of the Y Café, ensuring quality service, financial accountability, and alignment with YMCA values.
- Evolving Responsibilities: As the department and organizational needs evolve, additional duties and leadership roles may be assigned to further support the growth and success of the YMCA.

### Competencies

- Leadership: Proven ability to lead and inspire a team toward shared goals.
- Sales and Service Orientation: Strong focus on sales, customer satisfaction, and service excellence.
- Marketing and Communication: Ability to lead marketing initiatives, with experience in crafting effective messaging and campaigns that drive engagement.
- Planning and Organizing: Ability to plan strategically, organize tasks effectively, and ensure smooth execution of initiatives.
- Teamwork: Collaborative mindset, with a focus on working well with others across different departments.
- Communication: Excellent interpersonal and communication skills.

### Skills & Qualifications

- Minimum of 2 years experience in sales or customer service, with a focus on membership, client retention, or marketing.
- Demonstrated ability to lead teams and drive sales growth.
- Experience leading marketing and communication initiatives.
- Strong communication and interpersonal skills.
- Experience managing a team, including hiring, training, and performance management.
- Bilingualism (French and English) is considered an asset.
- First Aid and CPR certification (or willingness to obtain within 60 days).
- Ability to work a flexible schedule, including evenings and weekends.

### Background on the YMCA of Greater Moncton

The **YMCA of Greater Moncton** is a registered charitable organization dedicated to building healthy, strong and connected communities **where everyone belongs**. The Y offers a range of opportunities for people to become **healthier and happier**. Its focus on inclusiveness and accessibility means it **serves people of all ages, backgrounds and abilities through all stages of life**.

We've offered programs and services in Greater Moncton since 1870!

In 2020, we celebrated our **150<sup>th</sup> anniversary** *AND* the opening of a **new satellite location** in Moncton's North End.

**Exciting times at the Y!**

**Join the Y Family!**

We offer a meaningful career opportunity within a caring and supportive environment, as well as:

- Competitive salary and benefits package.
- A membership to our health & fitness facilities.
- Opportunities for professional development and growth.

If you would like to work in a family friendly environment, send us your cover letter and resumé by email to the attention of:

**Sheriza De Guzman**  
**VP, Membership Sales and Marketing**  
**[sheriza.deguzman@ymcamoncton.ca](mailto:sheriza.deguzman@ymcamoncton.ca)**

**Application deadline:**  
Sept. 18, 2025

**We thank all candidates for their interest, however, only those selected for an interview will be contacted.**