



# BE PART OF SOMETHING GREAT

## JOB ANNOUNCEMENT

### Family YMCA OF Black Hawk County

**POSITION TITLE:** Program Operations Director  
Hawk County

**BRANCH:** Family YMCA of Black

**REPORTS TO:** Chief Executive Officer

**STATUS:** Full-Time; Exempt

**STARTING SALARY:** \$50,000+ based on experience

**DATE:** 11/3/22

**HOURS:** Some evenings/weekends will be required

**Expected Outcome of Role:** *"As the Program Operations Director, you are a critical component to leading a professional staff team to engage community in a healthier lifestyle. Through engagement, encouragement, coaching and meaningful connections, you create the cornerstone of their success".*

#### **POSITION SUMMARY:**

As the nation's leading nonprofit organization committed to strengthening communities through youth development, healthy living and social responsibility, the Y offers more than just a job. We offer you a career with a future and the chance to make a lasting difference in your community. To work as part of the YMCA Leadership Team by providing leadership, vision, program growth and staff development for aspects of the daily operations in the Sports, Aquatics, and Wellness, and Special Events programming. As a key on the Leadership Team, the Program Operations Director will provide extraordinary customer service, communications, and programming to current and prospective YMCA members. The POD will develop program guidance with staff that will enable them to reach their full potential. Staff and members will build new relationships with members that move them along a continuum from a causal connection to a committed level through increased engagement.

#### **ESSENTIAL FUNCTIONS**

**MISSION DRIVEN:** Upholds the Mission of the YMCA, and demonstrates behaviors that reflect a determined, nurturing, genuine, hopeful, and welcoming nature

**SUPERVISION:** Leads, coaches and mentors a high-performing and engaging Wellness, Aquatics, and Sports Departments, with 2 exempt staff, 2 non-exempt lead staff, and approximately 50 part-time staff.

Ensures staff are achieving metric targets and producing meaningful qualitative results. Provides leadership in the daily operations of the branch. Communicates across departments to inspire member focused culture that results in increased member retention.

Assist in the recruitment, training, schedule, supervision, and evaluation of the Sports, Aquatics, Wellness and other selected program staff and volunteers.

Assist in conduction of staff meetings/training's as needed to keep staff informed and certified.

Develop and implement training process for staff to prepare them for work

Work with committees of the Board of Director

#### **FISCAL RESPONSIBILITY:**

- Develops/manages the Program and Special Events operating budgets and meets/exceeds budget targets.
- Responsible for total annual revenue: \$500,000



- Membership Units: 2500 (approximately 4400 members).
- **VOLUNTEER DEVELOPMENT & ANNUAL CAMPAIGN:**
- Responsible for a portion of the community phase of the Annual Giving Campaign by serving as a liaison for the Campaign Chair and the Annual Campaign Leadership Committee
- Help develop and implement ongoing volunteer & donor cultivation and stewardship practices
- Actively participates in the recruitment of Board Members and other volunteers
- Works closely with volunteers through various Ad Hock Committees & ongoing one-time volunteer opportunities

#### **SALES & MARKETING:**

- Collaborates with membership to implement annual marketing plan to drive new member recruitment. Efforts to include: swim lessons, swim team, personal training, group exercise, small group training, Smart Start Appointments, corporate engagement, cross-promotion, youth and adult sports, tour follow-ups, etc.
- Collaborate with technical team to ensure website, social media and other mobile tools utilized to meet aggressive revenue goals.

#### **ENGAGEMENT & RETENTION:**

- Develops and implements sustainable member engagement strategies with focus on increasing member retention.
- Drives development of innovative and high quality programs within the Program Department/Cabinet, which supports branch and association mission, goals and strategies.
- Creates a member-focused culture and models relationship-building skills in all interactions. Fosters a climate of innovation and resolves problems to ensure member satisfaction. Set the standards for and model exceptional member service.
- Responsible for coordinating and managing member communications – monthly e-blasts, website, social media, in-branch communications, member inquiries, etc. In this capacity, the Program Operations Director collaborates with the leadership team, front line staff, member engagement team, and marketing & communications teams.
- Develops and cultivates strong relationships throughout the branch, association and community.

#### **MEETINGS & COMMITTEE RESPONSIBILITIES:**

- Participates in Bi-weekly Leadership Meetings.
- Coordinates quarterly meetings for Program Cabinets
- Participates in monthly Board meetings as needed.
- Serve on Program focused task forces as needed.

#### **POSITION REQUIREMENTS**

- Bachelor's Degree or commensurate work experience in Recreation, Aquatics, Wellness, or Exercise Science preferred.
- Nationally recognized certification in Personal Training, Lifeguard, Life Coaching preferred
- Previous management experience in recruitment, training, supervision of staff and volunteer groups.
- Must be willing and able to work a flexible schedule, particularly evening and weekend hours.
- Excellent problem solving, organizational and communication skills.
- Strong leadership and excellent customer service skills.
- Ability to set the standards for and model exceptional member service and build a culture of member involvement and engagement in all staff.



- A positive, can-do attitude and the ability to work creatively and independently or as part of a team.
- Sound judgment and decision making as well as problem solving and interpersonal skills to relate to people of all socio-economic levels and diverse backgrounds.
- Ability to provide facility tours, travel locally to meetings and stand for many hours at a time.

### **YMCA COMPETENCIES (MULTI-TEAM LEADER)**

**Mission Advancement:** Reinforces the Y's values within the organization and the community. Effectively communicates the benefits and impact of the Y's efforts for all stakeholders. Implements effective systems to develop volunteers at programs, fundraising and policy leadership level. Secures resources and support for all philanthropic endeavors.

**Collaboration:** Develops strategies to ensure staff and volunteers reflect the community. Builds and nurtures strategic relationships to enhance support for the Y. Serves as a community leader, building collaborations based on trust and credibility to advance the Y's mission and goals. Communicates for influence to attain buy-in and support of goals. Provides tools and resources for the development of others.

**Operational Effectiveness:** Integrates multiple thinking processes to make decisions. Involves members and community in the development of program and activities. Ensures execution of plans. Institutes sound accounting procedures, investment policies and financial controls. Assign clear accountability and endures continuous improvement.

**Personal Growth:** Fosters a learning environment embracing diverse abilities and approach. Creates a sense of urgency and positive tension to support change. Anticipates challenges that can sidetrack or derail growth and personal learning. Has the functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.

### **SCOPE OF RESPONSIBILITIES:**

- Total budget responsibility: \$500,000
- Total membership units: 2500+
- Staff Responsibilities: 2 Exempt, 2 Non-Exempt, approximately 50 part time staff
- Most recent Annual Campaign goal: \$150,000

### **WORK ENVIRONMENT:**

- *Noise level- **Med-High***
- *Exposure to electrical/mechanical mechanisms*

### **BENEFITS INCLUDED:**

The Family YMCA of Black Hawk County maintains a strong commitment to Mission, Training and Professional Development. An excellent benefits package is offered including health, dental/vision options, 8% retirement contribution paid by the YMCA, a generous PTO schedule, and additional benefits as outlined by the Personnel Policy. As a YMCA team-member you will receive a community-wide family membership, and Y program discounts.

**APPLICATION DEADLINE: November 21, 2022**

**Norman Johnson**

**CEO**

Family YMCA of Black Hawk County

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**Apply online: [www.blackhawkymca.org](http://www.blackhawkymca.org)**

**To put Christian principles into practice through programs that build healthy spirit, mind and body for all.**