



## Employment Opportunity YMCA Membership Growth Initiative

**THIS POSTING IS ONLY OPEN TO CURRENT EMPLOYEES OF CANADIAN YMCAs**

**Date Posted:** January 11, 2018  
**Position Title:** General Manager – Membership Growth Initiative  
**Location:** Work location is flexible across Canada  
**Start Date:** As soon as possible  
**Salary:** Under review  
**Terms:** 1 Year Contract or Secondment (with possibility of extension)  
Full-Time: 35 hours/week  
**Reports to:** Vice President, Membership Growth Initiative  
Canada West YMCA Regional Development Centre

### **Why Work for the Y?**

The YMCA was established over 160 years ago as a charity dedicated to the health of both individuals and communities. Our focus on inclusiveness and accessibility means we serve people of all ages, backgrounds and abilities through all stages of life. Through YMCA financial assistance programs, the YMCA is accessible to all.

Today, there are 18 YMCAs and YMCA-YWCAs across Canada participating in the Membership Growth Initiative (MGI). Together, they are working to help create healthy, sustainable YMCAs and communities. YMCAs participating in MGI serve 160,000 members through 40 Health Fitness and Aquatics Branches across Canada - and they keep growing. All Associations are members of YMCA Canada, which works to strengthen associations and advocates on their behalf, regionally, nationally and internationally.

Working with the YMCA enables you to make a positive difference in the lives of individuals and in the health of communities, across Canada.

### **Nature/Scope:**

YMCAs involved in the Membership Growth Initiative (MGI) have made a commitment to growing their membership; increasing the knowledge and capacity of their membership and marketing employees; and leveraging their capacity and knowledge by working together.

The General Manager of MGI will work with the Regional Development Centre (RDC) and the Vice President of the Membership Growth Initiative to support membership growth, employee development, and inter-YMCA collaboration through the direct delivery of the MGI model at participating YMCAs in Canada.

The General Manager brings proven experience and demonstrated results in membership sales, marketing, and systems and has above- average skills in strategic thinking, hands-on leadership, and relationship building. An ability to draw from personal experience is critical to success.

**Responsibilities:**

- Leads the collaborative development and deployment of annual marketing and promotion strategies designed to increase rates of new member acquisition and member engagement.
- Creates and carries through annual work plans.
- Leads the ongoing execution of MGI systems and practices at participating YMCAs.
- Actively monitors MGI activities at participating YMCAs and, when necessary, intervenes directly to support the achievement of MGI's primary objectives.
- Collaborate with a .50 FTE MGI Marketing Manager.
- Participates in MGI Steering Committee meetings.
- Is highly responsive to requests from participating YMCAs, including but not limited to, site visits, sharing of resources, operational questions and requests for advice.
- Leads ongoing collaboration and enhancement of MGI priorities and practices through formal and ad hoc gatherings of MGI Sales and Marketing Leads from participating YMCAs (i.e. annual summits, webinars, conference calls, etc).
- Monitors, analyzes, and reports monthly on progress of MGI objectives.
- Promotes YMCA Canada best practices such as SAM and Dynamics for Membership "Model Y" criteria in service to achieving MGI objectives within participating associations.
- Demonstrates appropriate behaviours aligned with Mission, Vision and Values as reflected in our YMCA competencies.
- Represents the YMCA in a professional manner.
- Understands the importance of the volunteer staff partnership and integrates the value of philanthropy and volunteerism in dealings with staff, volunteers and members
- Other duties as assigned

**Desired Qualifications/Abilities:**

- University degree (preferably a Master's) or advanced training in a related discipline
- Minimum 8 years progressively responsible senior leadership experience.
- Current employment with the YMCA (any Canadian Association)
- Strong understanding of sales and marketing practices
- Strong understanding of systems and practices that promote acquisition of new members and satisfaction and retention of existing members
- Above-average demonstration of ability to achieve targets and objectives
- Well-developed relationship building and coaching skills with a wide-variety of stakeholders
- Superior writing ability
- Strong initiative, planning and organizational skills
- Tolerance for ambiguity and the ability to adapt well to a wide-range of tasks with demanding deadlines
- Ability to work independently
- Must be able to work collaboratively across all levels of stakeholders
- Experience and sensitivity in dealing with members and stakeholders of different cultural and racial backgrounds, including visible and nonvisible dimensions of diversity
- Able to travel throughout Canada as required
- Successful candidates will be required to provide a current and satisfactory Criminal Reference Check/Vulnerable Sector Search issued no later than six (6) months preceding start date

**Competencies:**

This position requires the following Core Association and Leadership Competencies:

*Superior competence in:* Teamwork & Collaboration, Relationship Building & Partnering, being Results Focused, Cross Functional Integration, Building Community Relationships & Resources,

*Advanced competence in:* Ethics & Self-Management, Effective Interpersonal Communications, Valuing Diversity and Social Inclusion, Planning & Initiative, Leadership, Strategic Orientation & Change Management

*Fundamental competence in:* People Management, Association Management & Stewardship, being Member Focused

**Application Process:****YMCA of Greater Vancouver Employees:**

Complete online application using the following link:

[https://workforcenow.adp.com/myportal/ess/recruitment/internalPostingPreview.faces?client=ymcagv&jobId=139569&lang=en\\_CA&source=CC2](https://workforcenow.adp.com/myportal/ess/recruitment/internalPostingPreview.faces?client=ymcagv&jobId=139569&lang=en_CA&source=CC2)

**Other YMCA Association Employees:**

Complete online application using the following link:

[https://workforcenow.adp.com/jobs/apply/posting.html?client=ymcagv&jobId=139569&lang=en\\_CA&source=CC3](https://workforcenow.adp.com/jobs/apply/posting.html?client=ymcagv&jobId=139569&lang=en_CA&source=CC3)

**Application deadline: 6:00pm PST on January 25, 2017**



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*Thank you for your interest and application  
Due to the high volume of applications received, only short-listed candidates will be contacted.*