



Job Title: Membership Specialist

Department: Facilities

Status: Non-Exempt

Benefits: Standard District Benefits are provided

Starting Salary Range: \$50,000-\$55,000

Supervisor: Facilities Manager

ESSENTIAL JOB DUTIES

- Actively facilitate WPRD membership services to patrons, businesses, and organizations located throughout the Williston area.
- Schedule appointments and personal visits with both prospective and active members of the WPRD facilities (Golf Course, Aquatics, Rec Centers, etc.) to enhance membership services.
- Develop membership packages that will entice potential patrons to utilize WPRD facilities and events.

The following statements are intended to describe the general nature and level of work to be performed by the individual within this classification. They are not to be considered an exhaustive or all-inclusive listing of the position's duties and tasks, as they may change or be adjusted as situations require.

JOB DUTIES/TASKS

- Cultivate and maintain an extensive knowledge of all WPRD programs, services, initiatives, and activities.
- Build relationships with members that will support the growth of overall membership and the retention of current members.
- Assist WPRD members in fully utilizing their membership through awareness of programs and benefits.
- Develop membership promotional materials in conjunction with the Marketing Specialist.
- Coordinate WPRD membership promotional events.
- Develop budgeted revenue goals in conjunction with organizational leadership, as they relate to membership renewals, new memberships, and membership packages.
- Assist in planning and implementing membership drives and marketing efforts aimed at encouraging involvement and recruitment.
- Collaborate with the Marketing Specialist and Facility Manager in scheduling and administering membership outreach efforts and site visits.
- Encourage membership participation in WPRD events and committees.
- Communicate effectively with current members on a regular basis to ensure a high rate of renewal.
- Follow up on annual membership renewals as well as balances on individual and corporate accounts.
- Monitor monthly membership billing and follow up on past-due or suspended accounts.
- Represent WPRD at events when approved by the Executive Director or requested by fellow staff members.
- Closely monitor industry trends and local issues impacting WPRD's membership.
- Complete corporate membership renewals.

KNOWLEDGE REQUIRED BY POSITION:

- Effective organizational and interpersonal communication skills.
- Evidence of superior written and oral communication skills.
- Demonstrated leadership within groups (users and internally).
- High computer literacy required.
- Proficiency in Microsoft PowerPoint, Word, and Excel preferred.
- High level of creativity and resourcefulness.
- Ability to manage multiple tasks with various groups, including staff (full- and part-time), volunteers, and the public.
- Ability to set and achieve goals through effective decision-making.

SUPERVISORY CONTROLS

- N/A.

GUIDELINES

- Include the Park District Policies and Procedures. These guidelines are generally clear and specific but may require some interpretation in application.

WORKING CONDITIONS

- Office with personal computer and access to printer.
- The position will require some evening, weekend, and holiday work.
- Fast-paced environment with multiple programs and facilities running throughout the year.
- Extensive contact with the general public.
- Membership Specialist will work out of the Williston Area Recreation Center

REQUIREMENTS

- Bachelor's degree or higher in a related field, with a minimum of one (1) year of experience in a fitness-related position in a fitness or recreational-oriented business. Sufficient experience to understand the basic principles relevant to the major duties of the position.
- Ability to work weeknights and weekends as needed.
- Ability to work with limited supervision.
- Proficient use of a computer for word processing, electronic communications, and automated programs for managing the facility is required.
- Must be at least 18 years old.
- Ability to lift a minimum of 30 pounds or heavier lifting with assistance from other employees.
- Ability to effectively communicate verbally and in writing.
- Knowledge of operational policies, procedures, accepted standards, and methods in the parks and recreation field.
- Ability to manage multiple tasks.
- Current CPR Certification, or able to obtain within six months.
- Possession of or ability to obtain (within 30 days) a valid driver's license issued by the State of North Dakota for the type of vehicles or equipment operated.
- Essential physical and mental capabilities in the following areas: interpersonal skills, memory, attention to detail, following directions, comprehension, calculation, reading, writing, speaking, evaluation, mathematics, organization, and innovation.