



## **MEMBER & VISITOR SERVICES DIRECTOR**

**Type of Position:** Exempt, Full Time  
**Reports to:** Strategy and Communications Director

### About The Center

The Center's nonprofit mission is to positively impact our community by creating opportunities for healthy aging through social engagement, physical well-being, civic involvement, creativity, and lifelong learning. In our work to extend healthy life expectancy and quality of life for everyone, The Center is committed to creating an environment that is welcoming, just, equitable, and inclusive, without biases or discrimination based on differences of any kind. Everyone deserves the opportunities that aging brings.

### Position Description

The Member & Visitor Services Director develops, implements, and evaluates membership engagement, growth, and retention strategies that align with The Center's strategic objectives. As part of maintaining exceptional customer service standards, the Director fosters positive and responsive relationships with members and guests and supervises assigned staff.

### **Qualifications**

- Bachelor's degree in related field, or equivalent combination of education and work experience
- Four years of related experience
- Proficiency with MS Office Suite and database systems
- Previous supervisory experience, preferably in customer service

### **Knowledge, Skills and Abilities**

- Discretion, empathy, and affinity for working with older adults
- Excellent written and verbal communication skills, with experience in public speaking
- Exceptional organizational skills, with ability to anticipate needs, determine priorities, and follow through effectively
- Devotion to excellent customer service and desire to work with the public
- Ability to relate to diverse populations
- Ability to think creatively and take initiative to resolve issues arising from operations and requiring coordination with other departments
- Good judgment in matters of policy, procedure, communication, and confidentiality

### **Essential Responsibilities**

- Develop and maintain positive relationships with members, guests, and volunteers, and serves as an advocate for Center participants

- Create and implement data-driven member engagement, retention, and recruitment plans, including strategies for guest conversion
- Develop and maintain a climate of excellent customer service
- Coordinate all efforts with team members and volunteers to maximize effectiveness of member recruitment, engagement, and retention efforts, including community outreach
- Create and manage budget related to the position
- Oversee all membership data, tracking, and reporting to ensure accuracy
- Coordinate with marketing staff to ensure that membership information is accurately and effectively communicated through all channels
- Work at least 5 hours per week at the welcome desk, directly interfacing with members
- Serve as staff representative on Peer Review Committee
- Serve as staff liaison to Center Council
- Supervise Member & Visitor Services and Welcome Desk Associates
- Adhere to the organization's Culture Document
- Perform other duties as assigned

#### **Work Environment and Physical Demands**

- Employee is regularly required to use a computer for extended periods of time and be able to communicate using a computer and phone/smart device.
- Employee frequently is required to sit and stand, and must be able to move around the work environment.
- Employee must occasionally lift and/or move up to 10 pounds.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- This position requires a physical presence.

#### **Benefits**

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This position is full time with a benefits package that includes health and dental coverage, a generous 403(b) plan, vacation, sick leave, and national holidays.

#### **To Apply**

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Please email your resume and a cover letter to [jobs@thecentercville.org](mailto:jobs@thecentercville.org) with "Member & Visitor Services Director" as the subject line. In your cover letter, please speak directly to your experience and your interest in working with The Center.