



**FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

## **SENIOR PROGRAM DIRECTOR JOB DESCRIPTION**

Job Title: **Senior Program Director**

FLSA Status: Exempt Full-Time

Leadership level: Multi-Team Leader

Salary Range: Hay Plan Level 505

Supervises: Membership Personnel

Revision Date: 9/8/2023

### **POSITION SUMMARY:**

Reporting to the Executive Director, the Senior Program Director is a pivotal leadership role at the YMCA, responsible for overseeing and advancing program and membership growth. This multifaceted position involves developing and managing operating plans and budgets, closely monitoring financial trends, and implementing strategies to recruit and retain members while fostering a member-centric culture. Additionally, the Senior Program Director supervises the membership team, recruits and trains personnel, and ensures staff performance aligns with organizational goals. This role plays a supportive function to the Executive Director and Program Directors, providing on-site assistance and representing the YMCA at community events. With a focus on program quality and innovation, this position also collaborates with the YMCA Center for Healthy Living to deliver EBHI programs successfully, actively participates in the Annual Campaign, and contributes to the overall success of the organization through various responsibilities and duties.

As a youth-serving organization, all staff share the responsibility to keep children safe, and this position requires that the incumbent read and sign the separate "Youth Protection Policy for Personnel and Volunteers" statement and abide by it.

### **OUR CULTURE:**

Our mission and core values are brought to life by our culture. In the Y, we strive to live our cause of strengthening communities with purpose and intentionality every day. **We are welcoming:** we are open to all. We are a place where you can belong and become. **We are genuine:** we value you and embrace your individuality. **We are hopeful:** we believe in you and your potential to become a catalyst in the world. **We are nurturing:** we support you in your journey to develop your full potential. **We are determined:** above all else, we are on a relentless quest to make our community stronger beginning with you.

### **CORE & STRATEGIC FUNCTIONS:**

- Develops, implements, and manages operating plans and annual budget to promote program and membership growth for the YMCA. Measures progress against strategic goals and ensures continuous improvement. Takes appropriate action to correct variances. Uses data to analyze financial trends and forecast future financial progress for the branch.
- Implements strategies that support recruitment of new members and retention of existing members. 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.
- Serves as primary supervisor for the membership team, recruits, hires, trains, develops, schedules, and directs personnel and volunteers as needed. Reviews and evaluates staff performance. Develops strategies to motivate staff and achieve goals.
- Serves as a support to the Executive Director and Program Directors to provide on-site assistance in all program areas. Capable of functioning independently as a leader in the YMCA.



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- Ensures proper implementation of front desk procedures. Reviews and updates desk procedures and communicates changes to staff. Coordinates with the business office as necessary on financial transactions.
- Promotes program and membership enrollment in interactions with existing and potential members. Coordinates program registration, including logistics to support phone, walk-in, and web registration. Coordinates with marketing efforts to maximize enrollments and provides ongoing support to Program Directors on related issues.
- Organizes membership events at the YMCA and represents the YMCA at community events to promote the YMCA.
- Ensures high quality member-focused programs through innovative program development, demonstrating courageous and intelligent risk taking with awareness of societal, economic, and political issues and their impact on the strategic direction of the organization.
- Responsible for the success of the work of the YMCA Center for Healthy Living's EBHI programs at the branch. Works directly with YCHL staff to organize and provide classes, maintains appropriate certifications, and communicates positively with YCHL management.
- Supports the YMCA Annual Campaign as a donor and campaigner.
- Participates in staff meetings and/or related meetings.
- Works Director-On-Duty and Welcome Center shifts as required, evening and weekend work will be required.
- Performs other duties as assigned.

#### **YMCA COMPETENCIES – MULTI-TEAM LEADER:**

- Mission Advancement: Models and teaches the Ys values. Ensures a high level of service with a commitment to changing lives. Provides volunteers with orientation, training, development, and recognition. Cultivates relationships to support fund-raising.
- Collaboration: Champions inclusion activities, strategies, and initiatives. Builds relationships to create small communities. Empathetically listens and communicates for understanding when negotiating and dealing with conflict. Effectively tailors communications to the appropriate audience. Provides staff with feedback, coaching, guidance and support.
- Operational Effectiveness: Provides others with frameworks for making decisions. Conducts prototypes to support the launching of programs and activities. Develops plans and manages best practices through engagement of team. Effectively creates and manages budgets. Holds staff accountable for high-quality results using a formal process to measure progress.
- Personal Growth: Shares new insights. Facilitates change; models adaptability and an awareness of the impact of change. Utilizes non-threatening methods to address sensitive issues and inappropriate behavior or performance. 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.

#### **QUALIFICATIONS:**

- Bachelor's degree in human services, social services, recreation, business or equivalent.
- YMCA Team Leader or Multi-Team Leader certification preferred.
- Four or more years of program management experience, preferably in a YMCA or other nonprofit agency.
- Ability to direct programs through supervision of volunteers and staff, development and monitoring of budgets, marketing and public relations, program development and fundraising.



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- Prefer knowledge of, and previous experience with, diverse populations.
- Proven track record of developing authentic and deepened relationships with others.
- Ability to establish and maintain collaborations with community organizations.
- CPR/AED and First Aid certifications required, Lifeguard and Child Care certifications/clearances a plus.

**SIGNATURE:**

This job description may not be all-inclusive. Employees are expected to perform all other duties as assigned. This job description may be modified when appropriate by Human Resources.

I have reviewed and understand this job description. I agree to fulfill my responsibilities as Senior Program Director in a positive and cooperative manner. I understand that if I neglect my duties, I may be released from duty.

\_\_\_\_\_  
Employee Name

\_\_\_\_\_  
Employee Signature

Date: \_\_\_\_\_