

Organization: Duluth Area Family YMCA

Internship: **Member Experience & Communication Specialist**

Reports To: Member Experience Director

Hours: Flexible



The Y: We're for youth development, healthy living and social responsibility.

Position Summary:

Implements membership strategies that support recruitment of new members and retention of existing members.

Essential Functions:

1. Membership Development
 - a. Develop a strategy to promote program and membership enrollment in interactions with existing and potential members.
 - b. Assist in developing a Membership Plan to follow up with new members, existing members and recently terminated members.
 - c. Develop surveys to assess member satisfaction, report findings and develop strategies to ensure member satisfaction.
 - d. Ensure proper implementation of Membership Plan at the Member Service Desk to make certain the best possible service is being provided.
 - e. Organizes membership events at the Y including Member Appreciation Days.
 - f. Represents the Y at community events to promote membership.
2. Social Media Management
 - a. Generate, edit, publish and share content (text, images, video, etc.) for the YMCA's Social Media and other relevant platforms.
 - b. Execute posting schedule and respond to comments.
3. May assist with well-being phone calls to our Active Older Adults and other vulnerable members.
 - a. Assist them in accessing social media and our website to maintain health and wellness while practicing social distancing
 - b. Assisting in planning/executing events for this population of members
4. May assist with Covid-19 Response
 - a. Assist in facility preparation as we move into new phases of our reopening
 - b. Educating members on new safety procedures and measures we have put in place
 - c. Assist in making sure everyone feels both safe and welcome being back at the Y

Required Qualifications:

1. Pursuing or received a degree in related field or equivalent combination of education and experience.
2. Strong written, oral and interpersonal communication skills required.
3. Proactive and highly organized, with strong project management and planning skills.
4. Self-motivated, able to take initiative and work as part of a team.
5. Personal computer skills and experience with standard business software.

Desired Qualifications:

1. Ability to design flyers and brochures.
2. Passionate about building relationships with people.

Compensation:

Interns do receive a YMCA membership during their internship. They also will receive a great experience working in the non-profit sector with one of the largest non-profit organizations in the nation. Although this internship is unpaid, we will work with you and your school to assist you in receiving college credit. It is the responsibility of the student to determine if academic credit is available through his/her degree program.