

# JOB DESCRIPTION

**JOB TITLE:** Guest Experience Manager  
**CLASSIFICATION:** Exempt  
**REPORTS TO:** Chief Executive Officer  
**LAST UPDATED:** September 5, 2023

## MISSION

VINE is redefining aging and promoting the wellbeing of aging adults through programming, services, and community engagement.

## POSITION SUMMARY

Under the supervision of VINE's CEO, the Guest Experience Manager is dedicated to creating an exceptional experience for members, guests, and renters at the VINE Adult Community Center (VACC). The role is highly interactive with our membership group -- overseeing membership activities and prospective member events. The role is also vital to supporting overall first impressions and developing additional revenue through the coordination of rental spaces.

## ESSENTIAL FUNCTIONS

### *Membership Management*

1. Manage all administration and operational aspects of VACC membership including onboarding of new members, upgrades/downgrades, reinstatements, and terminations.
2. Maintain member files in SchedulesPlus and paper files securely with proper disposal.
3. Oversee yearly and monthly membership fee structure proposals and communication.
4. Maintain insurance accounting and class attendance incentives.
5. Respond in a timely fashion (less than 1-2 business days) to all membership and member event inquiries.
6. Conduct or delegate tours for prospective members and fulfillment of application requirements including insurance compatibility searches and ACH setup.
7. Maintain a high-level of visibility and accessibility to the membership. Coordinate promotion, advertisement, and marketing of VINE's social events and facility capabilities.
8. Develop membership/prospective member outcome measurements and provide updates.

### *Membership Engagement & Retention*

1. Conduct orientation program for new members to ensure awareness and understanding of member benefits and services and to obtain ideas for new offerings.
2. Develop and manage Member Ambassador Program to include Ambassador pairing and introduction. Follow-up on each pairing monthly to ensure commitment is fulfilled and new member's requests are met.
3. Working closely with the Program and Event Coordinator, expand member engagement opportunities through the development of special interest groups and communications.

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4. In coordination with CEO, address member complaints, monitor member retention issues and report to Leaders Group with proactive solutions.
5. Continually identify opportunities for creative ways to meet member needs and satisfaction with varied activities/amenities that are appealing to all members.
6. Work closely with Program and Event Coordinator to plan regular member social events. Solicit ideas from members and brainstorm ideas for new events.
7. Promote member recreation, educational, and art groups. Direct feedback/facilitation to Program and Event Coordinator.
8. Conduct annual member satisfaction survey to benchmark member activity, events, and amenity satisfaction. Report results to CEO, Leaders Group, and Board of Directors. Proactively implement changes based on feedback.

## *Membership Strategy*

1. Regularly research trends relating to dues structures, membership categories and membership strategy.
2. Partner with CEO to develop annual membership goals, strategic membership recruitment and retention plan.
3. Develop short and long-term member retention strategies based on clear member insight to drive down turnover and have former members return (when applicable).
4. Provide oversight and accuracy of all membership reporting and analyses, forecasting, monthly and annual membership reports.
5. Hold annual prospective member functions. Manage member referral program, encouraging active members to make personal referrals.
6. Partner with Marketing and Communications Manager to formulate and implement strategic marketing communication strategies to support the ongoing membership recruitment and retention plan. This includes tracking, analysis and reporting to the CEO, Leaders Group, and Board of Directors.
7. Work closely with Marketing and Communications Manager on content of all digital, social media, print and web marketing collateral to advertise VINE's new and existing amenities across all media.
8. Oversee contents of membership folders for prospective member tours and events.
9. Work closely with CEO to develop and adhere to the department's annual budget.

## *Rental Strategy*

1. Regularly research trends relating to community room rentals, pricing, and amenities.
2. Develop room rental strategy and plan.
3. Partner with Marketing and Communications Manager and update materials and promotion of rental spaces available at the VACC.
4. Coordinate room rentals while balancing needs of VACC for programming space. Work in close collaboration with Program and Event Coordinator on space utilization.

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5. Execute contracts and notify Financial and Administrative Coordinator of billing requirements to ensure the billing and payment of all rentals are completed in a timely and accurate manner.
6. In partnership with janitorial staff, communicate timely information of rental arrangements and any added facility needs.
9. Develop room rental outcome measurement(s) and provide updates.

### *Other Essential Functions*

1. Hire, coordinate, and supervise VACC front desk staff and oversee their development with membership and building related responsibilities.
2. Serve as building manager for members, tenants, guests, and staff to be central contact and coordinate appropriate response in times of need.
3. Hire, coordinate, and supervise VACC janitorial staff and oversee their professional development.
4. Support development and fundraising initiatives as needed.
5. Perform other duties as assigned.

### **COMPETENCY – KNOWLEDGE, SKILLS, AND ABILITIES**

- Possess strong relationship building and people management skills as well as the ability and the drive to establish and maintain key relationships with members, board members, staff, vendors, tenants, and guests.
- Demonstrate a professional, caring attitude with effective interactions toward members, donors, providers, staff, board members, and contractors in correspondence and in person.
- Exhibit strong leadership and organizational skills with attention to detail and an ability to recognize concerns, analyze issues, and develop recommended solutions.
- Focus on team and team dynamics and be willing to adapt to the needs of the VINE organization.
- Demonstrate computer competency with the Microsoft Office suite.
- Familiarity with data analytics and financial reporting is a strong plus. Willingness to learn other software required.
- Able to pass a criminal background check.

### **EDUCATION AND EXPERIENCE**

High School diploma or equivalent required. Bachelor's Degree in business administration, recreation and parks leadership studies, or non-profit management preferred. An associate degree in business management will be considered. 2-3 years of supervisory experience preferred.



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## **ADDITIONAL ELIGIBILITY QUALIFICATIONS**

CPR/First Aid certification and other safety training is required and offered through VINE.

## **POSITION TYPE**

Full-time, benefits eligible. Typical workweek is Monday through Friday, 8:00 am to 5:00 pm with an hour unpaid lunch break and two 15-minute paid breaks. Occasional evening or weekend hours may be required.

## **SUPERVISORY RESPONSIBILITIES**

This position supervises front desk staff positions, janitorial staff, and some building related volunteers. This position works in close collaboration with the Program and Event Coordinator.

## **WORK ENVIRONMENT**

This position is located in a climate-controlled office setting with normal business-level noise and lighting.

## **PHYSICAL DEMANDS**

The position includes long periods of sitting with some standing, lifting, bending, and walking. Repetitive manipulating with both hands in keyboarding. Frequent contact with the public.

## **TRAVEL**

This position does not require travel other than locally for occasional business errands. Must possess a valid MN Driver's license and have use of a personal automobile.

## **EQUAL OPPORTUNITY EMPLOYMENT**

VINE is an equal opportunity employer and does not unlawfully discriminate against employees or applicants for employment on the basis of an individual's race, color, religion, creed, sex, national origin, age, disability, marital status, veteran status or any other status protected by applicable law. This policy applies to all terms, conditions and privileges of employment, including recruitment, hiring, placement, compensation, promotion, discipline and termination.

## **SIGNATURES**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

This job description has been approved by:

Supervisor \_\_\_\_\_ Date \_\_\_\_\_

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Employee signature below indicates the employee's understanding of the requirements, essential functions, and duties of the position.

Employee \_\_\_\_\_ Date \_\_\_\_\_