

JOB DESCRIPTION



JOB TITLE: Membership and Guest Experience Manager
CLASSIFICATION: Full-time, Exempt
REPORTS TO: Director of Programs
LAST UPDATED: July 22, 2026

MISSION

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

VALUES

At VINE, our culture fosters **committed**, **compassionate**, and **curious** people. We respect and engage aging adults at every life stage, promoting **wellbeing** and **belonging** with dedication to **kindness**, **honesty**, **accountability**, and **quality service**.

POSITION SUMMARY

Under the supervision of VINE's Director of Programs, the Membership and Guest Experience Manager cultivates a positive front desk environment to provide exceptional customer service to members, guests, renters, and employees at the VINE Adult Community Center (VACC). This role is highly interactive with our membership group -- overseeing membership activities and prospective member events. Serve as the primary point of contact for all building and membership issues and inquiries.

ESSENTIAL FUNCTIONS

Team Leadership & Development

1. Direct daily operations for both front desk and janitorial staff to ensure alignment with VACC strategic plans and departmental goals.
2. Mentor front desk and janitorial personnel through regular coaching to support individual career growth.
3. Set clear performance expectations, development plans, and continuous learning opportunities for staff.
4. Oversee workload distribution, performance tracking, and resource allocation across all supervised teams.
5. Cultivate a collaborative, inclusive, and highly motivated environment that emphasizes excellent customer service.

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. Create and present membership fee structure proposals periodically and update the database accordingly.
4. Maintain the database of insurance benefit programs, monthly reporting, and class attendance incentives to positively impact insurance reimbursements, and communicate changes.
5. Respond in a timely fashion (less than 1-2 business days) to all membership and member event inquiries.
6. Maintain a high level of visibility and accessibility to the membership. Coordinate promotion, advertisement, and marketing of VACC's social events and facility capabilities.
7. Develop membership/prospective member outcome measurements and provide updates.

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Membership Recruitment, Engagement & Retention

1. Hold annual prospective member functions. Manage member referral program, encouraging active members to make personal referrals.
2. Organize tours for prospective members and fulfillment of application requirements including insurance compatibility searches and ACH setup.
3. Conduct orientation program for new members to ensure awareness and understanding of member benefits and services and to obtain ideas for new offerings.
4. 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 members' requests are met.
5. Working closely with the Program and Event Coordinator, expand member engagement opportunities through the development of special interest groups and communications.
6. In coordination with the Director of Programs, address member complaints, monitor member retention issues and report to Leaders Group with proactive solutions.
7. Continually identify opportunities for creative ways to meet member needs and satisfaction with varied activities/amenities that are appealing to all members.
8. Assist the Director of Programs with the coordination of the annual member satisfaction survey to benchmark member activity, events, and amenity satisfaction. Proactively implement changes based on feedback.

Membership Strategy

1. Regularly research trends relating to dues structures, membership categories, and membership strategy. Make proposals and create modeling based on the research.
2. Partner with Director of Programs 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. 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.
6. 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.
7. Develop, maintain, and audit promotional content in prospective member folders for prospective tours and events.
8. Work closely with Director of Programs to develop and adhere to the department's annual budget.

Other Essential Functions

1. Serve as the building point of contact for members, tenants, guests, pool volunteers, and staff to coordinate appropriate response in times of need.
2. Support development and fundraising initiatives as needed.
3. Perform other duties as assigned.

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COMPETENCY – KNOWLEDGE, SKILLS, AND ABILITIES

Relationship Building & People Management

- Establish and maintain key relationships with members, board members, staff, vendors, tenants, and guests.

Professionalism & Communication

- Demonstrate a professional, caring attitude in all interactions with members, donors, providers, staff, board members, and contractors, both in correspondence and in person.

Leadership & Problem Solving

- Exhibit strong leadership and organizational skills with attention to detail.
- Recognize concerns, analyze issues, and develop recommended solutions.

Teamwork & Adaptability

- Focus on team dynamics and be willing to adapt to the evolving needs of the VINE organization.

Technical Skills

- Demonstrate computer competency with the Microsoft Office suite.
- Familiarity with data analytics and financial reporting is a strong plus.
- Willingness to learn additional software as required.

Background & Compliance

- 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 and customer service experience preferred.

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 early morning, evening, or weekend hours may be required.

BENEFITS

Full-time employees are eligible for the following options (these details are for informational purposes, they are subject to any policy or plan changes, and some options are prorated based on hours of work): health insurance coverage, life insurance, 401(k) plan, health savings account, Paid Time Off (PTO) and Extended Leave, and ten company-paid holidays (seven observed holidays and three floating holidays).

SUPERVISORY RESPONSIBILITIES

This position supervises front desk staff positions, janitorial staff, and some building related volunteer activities. 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.

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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 (including traits that may be associated with race including hair texture and style), color, religion, creed, sexual orientation, gender identity or expression, 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 _____

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

Employee _____ Date _____