



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## YMCA OF GREATER KALAMAZOO - JOB DESCRIPTION

Job Title: **Healthy Living Director**

Job Code: Mid-level mgr.

FLSA Status: Exempt

Job Grade:

Reports to: Branch Executive Director

Revision Date: January 2014

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### POSITION SUMMARY:

Enhance Member Engagement by working with health and wellness program leadership team to further refine health and wellness program standards and quality. The Healthy Living Director will collaborate with the Y's program leadership team and designated branch staff to design and implement new programs. Enhance member engagement by working with program leadership to refine healthy and wellness program standards and quality. Work with designated staff to further refine, enhance and implement group exercise and personal training standards. Support the Y's Leadership Development and Training Department in the delivery of health and wellness certification trainings and other staff development opportunities both locally and regionally. Serves as a general resources to the association in the areas of health and wellness. Demonstrate the Y's core values of CARING, HONESTY, RESPECT and RESPONSIBILITY.

### ESSENTIAL FUNCTIONS:

1. Initiate/implement healthy living and fitness programs and services, which include group exercise classes, personal training, healthy eating counseling, and healthy living education presentations.
2. Collaborate with staff across all departments to achieve desired results with Association goals and initiatives, including the strategic plan, special events and fundraising through the annual campaign.
3. Manage the accomplishment of goals and objectives for program development, community partnerships and volunteer development.
4. Contribute to the overall YMCA mission of healthy living, youth development and social responsibility.
5. Design and maintain a diverse schedule of activities, classes and programs for members of all abilities and wellness levels.
6. Recruit, train, evaluate and supervise a team of associates
7. Conduct department meetings on a regular basis.
8. Keep knowledgeable in the areas of exercise science, nutrition, CPR, first aid, and fitness trends through required Y's Learning and Career Development Center (LCDC).
9. Lead community-wide efforts to improve the health and well-being of the youth and adults of the greater Kalamazoo area.
10. Attend community functions and events to promote the Y, its mission and programs.

11. Assist in the development of member retention and sales initiatives.
12. Maintain accurate and complete certifications for team members.
13. Develop, monitor and control the annual income and expense budget for the Healthy Living Department.
14. Research, facilitate and build quality programs that provide excellent member satisfaction
15. Work within the community to foster a positive image and continue to build positive community relationships
16. Participates in all trainings, designated meetings, annual campaign and special events.

### **YMCA COMPETENCIES (Multi-Team):**

#### **Mission Advancement**

Values: Models and teaches the Y's values.

Community: Ensures a high level of service with a commitment to improving lives.

Communication: Effectively communicates the benefits and impact of the YMCAs efforts.

Volunteers: Implements effective systems to develop volunteers at program, fundraising, and policy leadership levels.

#### **Collaboration**

Inclusion: Develops strategies to ensure staff and volunteers reflect the community.

Developing Others: Provides staff with feedback, coaching, guidance, and support.

Relationships: Builds and nurtures strategic relationships to enhance support for the YMCA

#### **Operational Effectiveness**

Innovation: Embraces new approaches and conducts prototypes to support the launching of programs and activities.

Quality results: Holds staff accountable for high-quality results using a formal process to measure progress. Assigns clear accountability and ensures continuous improvement.

#### **Personal Growth**

Change Capacity: Demonstrates openness to change and facilitates change. Models adaptability and an awareness of the impact of change.

Self-Development: Pursues self-development and shares new insights.

Skills: 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:**

1. B.Sc./BA degree in Physical Education, Exercise Science, or other related field or substantial experience in exercise and wellness
2. Three or more years of program management experience, preferably in a YMCA.
3. Ability to direct programs through supervision of volunteers and staff, development and monitoring of budgets, marketing and public relations, program development and fund-raising.
4. Certifications in ACE, ACSM, AFAA, YMCA or other nationally recognized certification
5. Knowledge of, and previous experience with, diverse populations.
6. Proven track record of developing authentic and deepened relationships with others.

7. Ability to establish and maintain collaborations with community organizations.
8. CPR and First Aid certifications required.

**PHYSICAL REQUIREMENTS:**

- Able to sit, stand, move, jump, etc. as necessary to work with staff
- Able to lift 35 lbs.
- Able to speak distinctly to communicate with customers and staff on phone or in person

**Salary Range:**

\$35,000 - \$41,000