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FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## DULUTH AREA FAMILY YMCA- JOB DESCRIPTION

Job Title: **Executive Director, Superior Branch**

FLSA Status: Exempt

Reports to: Chief Operations Officer

Revision Date: 6/12/2025

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### Summary/Objective:

The Superior YMCA Branch Executive Director leads the development and operations of multiple assigned program areas including Health and Wellness, Sports, Membership, Aquatics, and Youth Development. The Branch Executive Director oversees the operations of Camp Tall Pines programming as well as grounds maintenance and YMCA building facility maintenance. This leader works alongside, supervises, trains, and supports assigned staff and volunteers, and develops new strategies to promote program growth, safety, member satisfaction, and employee retention. The Branch Executive Director actively fundraises and ensures the financial health and sustainability of programs and the overall YMCA Branch. The Duluth Area Family YMCA and the Superior Douglas County YMCA will merge in January of 2026; the Branch Executive Director will be hired as an employee of the Duluth Area Family YMCA and will work creatively and collaboratively with the Branch Executive Directors of the Duluth Area Family YMCA and with the senior leadership of their Association office.

### 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.

### Essential Functions:

1. 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.
2. Establishes, with the leadership team, long range plans for expansion and innovation of programs and services in harmony with overall YMCA projects.
3. Provides leadership and vision in the improvement and development of existing and new programs to better meet the needs of members and of the community.

4. Serves as a member on the YMCA's Executive Team and supports the overall objectives of the Association.
5. Develops and maintains effective facility scheduling and equipment to best serve members of all ages. Establishes policies, procedures, and guidelines for staff to ensure a high-quality member experience.
6. Develops and implements risk management strategies to ensure the safety and security of members, staff, and volunteers. Ensures compliance with all health and safety regulations and YMCA policies.
7. Conducts ongoing assessments of all staff functions and performance, evaluates core competencies and skills, designs and implements trainings as needed.
8. Represents and promotes the YMCA in the local community and develops positive working relationships with other organizations, businesses, and governmental entities. Develops, maintains, and models collaborative relationships with community agencies in the Y's service delivery area.
9. Develops, manages, and monitors assigned operating budgets to meet or exceed monthly and annual targets. Recommends adjustments to the budget to assure a balanced operation and submits reports on the current operations.
10. Compiles program statistics. Monitors and evaluates the effectiveness of and participation in programs.
11. Meets or exceeds branch goals for annual fundraising campaign. Identifies, develops, and pursues funding opportunities, including grants, sponsorships, and partnerships, to support the Branch's programs and services.
12. Fosters an inclusive environment appreciative of differences in the workplace. Meaningfully participates in and leads efforts to support the Y's commitment to equity, inclusion, and diversity.

### **YMCA Competencies:**

1. *Mission Advancement:* *Accepts and demonstrates the Y's values. Demonstrates a desire to serve others and fulfill community needs. Recruits volunteers and builds effective, supportive working relationships with them. Supports fundraising.*
2. *Collaboration:* *Works effectively with people of different backgrounds, abilities, opinions, and perceptions. Builds rapport and relates well to others. Seeks first to understand the other person's point of view, and remains calm in challenging situations. Listens for understanding and meaning; speaks and writes effectively. Takes initiative to assist in developing others.*
3. *Operational Effectiveness:* *Makes sound judgments and transfers learning from one situation to another. Embraces new approaches and discovers ideas to create a better member experience. Establishes goals, clarifies tasks, plans work, and actively participates in meetings. Follows budgeting policies and procedures, and reports all financial irregularities immediately. Strives to meet or exceed goals and deliver a high-value experience for members.*

4. *Personal Growth: Pursues self-development that enhances job performance. Demonstrates an openness to change, and seeks opportunities in the change process. Accurately assesses personal feelings, strengths, and limitations and analyzes how they affect relationships. 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.*
5. *Inclusion: Actively leads YMCA inclusion and diversity activities, strategies, and initiatives. Appropriately addresses and corrects behaviors and practices that don't support inclusion. Encourages everyone to work well with each other, regardless of dimensions of diversity (i.e., gender and race). Actively looks for and incorporates different points of view when making decisions.*

### **Work Environment:**

The Executive Director works in an office environment and utilizes typical office equipment (desk, computer, printer, and other office supplies). The Executive Director may be required to visit Camp Tall Pines where the terrain may be uneven at times and the Aquatics Center which may have high noise levels and a humid environment. The Executive Director will travel to other YMCA and community locations for meetings and events.

### **Supervisory Responsibility**

This position supervises full-time and part-time team members.

### **Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to use a computer for extended periods and be able to communicate using a computer and phone/smart device.
- The employee is occasionally required to sit; climb or balance; and stoop, kneel, crouch or crawl.
- The employee must frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.
- Must be able to remain alert.
- Must be able to sit or stand for extended periods.

### **Position Type and Expected Hours of Work**

This is a full-time position. Days and hours of work will vary based on needs at the Branch. The Executive Director may be expected to work evening or weekends.

## Travel

Travel to other office locations for the Duluth Area YMCA and local and regional YMCA and non-YMCA trainings, meetings, and events will be necessary.

## Required Education & Experience:

- Bachelor's degree in relevant field or related equivalent experience.
- Minimum 3 years management experience in a YMCA or related non-profit organization preferred.
- Excellent verbal and written communication skills.
- Ability to make oral presentations, direct and organize large program meetings.
- Ability to analyze statistical and financial data and use standard business mathematics to determine pricing, margins, marketing strategies, etc.
- Completion of additional YMCA program-specific trainings and certifications as outlined by supervisor.
- Supervisory experience strongly preferred.

## Additional Eligibility Qualifications

- Must be able to pass a background check.
- Must be able to successfully pass a Department of Children and Families (DCF) criminal background check.

## EEO Statement

The Duluth Area Family YMCA (the Y) provides equal employment opportunities (EEO) to all employees and applicants for employment with regards to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, the Y complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

## Other Duties

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.

## Signatures

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

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

Date \_\_\_\_\_