



## **Assistant Director of Membership and Customer Experience**

Northwestern University

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**Closing Date:**

**Salary:** \$56,780 to \$62,500

### **Description:**

Under the administrative direction of the Associate Director of Business and Human Resources, the Assistant Director of Membership & Customer Experience serves as the primary manager of Recreation's membership office operations, guest services, and customer engagement initiatives. This position oversees the registration management software, ensuring accurate membership setup, audits, and financial transactions. Additionally, the Assistant Director hires, trains, and supervises a large temporary workforce supporting membership offices, Henry Crown Sports Pavilion front desk, and Wellness Suite.

The Assistant Director of Membership & Customer Experience reports directly to the Associate Director of Business & Human Resources, supporting broader departmental business operations and HR functions.

### **Position Schedule:**

- Academic Year (September-May) is Monday-Thursday 10am-6pm and Friday 9am-5pm
- Summer Quarter (June-August) and School Breaks are Monday-Friday 9am-5pm

\*Willingness and ability to work a non-traditional schedule including evenings, weekends and holidays as required. \*

\*Note: Not all aspects of the job are covered by this job description.

### **RESPONSIBILITIES:**

Hire, onboard, train, schedule, and evaluate student and temporary staff for the Membership Office, Henry Crown Sports Pavillion front desk, and the Wellness Suite.

Manage all membership services, including sales, renewals, cancellations, refunds, and annual locker rentals.

Ensure a seamless, inclusive, and high-quality customer experience for all members and guests. Resolve escalated customer service issues and implement strategies to improve satisfaction and retention.

Serve as the primary manager for registration software (Fusion) overseeing program setup, membership types, audits, user access, and updates.

Manage student membership quarterly process with campus partners to ensure qualifying students have access to Recreation facilities and services.

Train and support staff in system use and ensure data accuracy and operational efficiency.

Collaborate with the Recreation Business Office on financial transactions, reporting, and billing processes.

Develop and maintain training programs focused on customer service excellence and operational consistency.

Foster a positive, inclusive team culture that supports staff growth and professional development.

Serve as a key liaison between Recreation and members, resolving escalated customer service issues.

Manage partnerships and billing with campus partner conference programs including but not limited to Kellogg School of Management

Collaborate with Recreation leadership and other campus departments to ensure seamless access and support for members.

Plan and execute member engagement and retention events to strengthen campus and community connections.

Collect and analyze member feedback to inform service improvements and strategic planning.

Report regularly to the Associate Director of Business & Human Resources on membership trends, staffing, and operational performance.

Contribute to departmental planning, budgeting, and policy development.

Represent Membership Services in cross-departmental initiatives and campus partnerships.

Partner with the Assistant Director of Marketing and Associate Director of Fitness and Wellness to enhance member engagement, communications, and retention strategies.

Report any concerns regarding staff performance, facility conditions, or member experiences in a timely manner directly to the Associate Director of Business & Human Resources.

Other duties as assigned.

#### REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Bachelor's degree in related field or successful completion of a full 4-year course of study in an accredited college or university leading to a bachelor's or higher degree; OR appropriate combination of education and experience.

1-3 years of temporary staff supervisory experience preferred.

Professional experience in a collegiate or community recreation setting.

Excellent organizational, analytical, and interpersonal communication skills.

Ability to work with independence, discretion, and sound judgment in sensitive or complex situations.

Proven ability to build and maintain positive, collaborative relationships with colleagues, campus partners, and community members.

Excellent organizational, analytical, and interpersonal communication skills.

CPR/First Aid certificate, or ability to obtain within 30-days of hire

Knowledge of rules and regulations of the NCAA, Big Ten Conference and Northwestern University preferred.

Ability to work cooperatively with others and effectively interact with diverse populations.

Ability to establish engaging relationships within and across racialized and other marginalized communities.