



Membership & Marketing Coordinator

The Regional Fitness Center (RFC), a community recreation center located on the campus of the University of Minnesota-Morris, in Morris, MN, is seeking a Membership & Marketing Coordinator. This is a part-time position on our management team.

Job Summary:

The Membership & Marketing Coordinator plays a key role in membership growth, engagement, and retention while supporting marketing initiatives to enhance the organization's brand and outreach. Customer service is a top priority in this role, ensuring that members and visitors receive outstanding support and a positive experience. Additionally, this position oversees front desk staff, assists with outdoor equipment rentals and maintenance, and ensures smooth daily operations.

Responsibilities include:

Membership Management & Customer Service

- Serve as the primary point of contact for members, ensuring a high standard of customer service.
- Develop and implement membership recruitment and retention strategies
- Maintain and update the membership database, ensuring accurate records and timely renewals.
- Address member inquiries, resolve concerns, and enhance the overall member experience.
- Coordinate membership benefits, including discounts, events, and networking opportunities.
- Track and analyze membership trends to identify improvements and growth opportunities.

Marketing & Communications:

- Develop and execute marketing campaigns to attract and engage members.
- Create engaging content for newsletters, social media, websites, and promotional materials.
- Assist with social media accounts, including timely responses to inquiries and engagement with the community.
- Design and distribute email marketing campaigns to drive engagement and awareness.
- Collaborate with the team to create marketing materials, such as brochures, flyers, and presentations.

Front Desk Supervision & Customer Service Leadership:

- Supervise front desk staff, ensuring a welcoming, professional, and customer-focused environment.
- Train and support front desk staff in exceptional customer service, membership inquiries, and administrative tasks.
- Oversee scheduling, attendance, and performance of front desk team members.
- Monitor and improve front desk operations to ensure efficiency and member satisfaction.

Outdoor Equipment Rental & Maintenance:

- Assist with the rental & scheduling of outdoor recreation equipment.
- Ensure all rented equipment is properly maintained, cleaned, and ready for use.

Event & Community Engagement:

- Assist in planning and promoting member-focused events, networking sessions, and educational programs.
- Coordinate event logistics, including registration, communication, and on-site support.
- Build relationships with members, partners, and stakeholders to enhance engagement.

Administrative & Reporting:

- Maintain organized records of membership, marketing, rental activity, and equipment maintenance.
- Generate reports on membership growth, engagement, marketing campaign performance, and rental usage.

Qualifications & Skills:

- High school diploma required. Bachelor's degree in marketing, business, or a related field preferred.
- 1-3 years of experience in membership coordination, customer service, or marketing.
- Experience supervising front desk or customer service staff is highly preferred.
- Strong written and verbal communication skills with a customer-first mindset.
- Experience with graphic design (e.g., Publisher, Canva) & social media tools is essential.
- Ability to multitask, manage deadlines, and work both independently and as part of a team.

Benefits & Perks:

- Part-time, management position
- 25 - 29 hours per week
- Competitive salary (\$16.50 - \$18.50 per hour)
- Paid time off and holidays
- Flexible working hours

To apply:

Email your cover letter, resume, and 3 references with contact information to:
Monique Richardson, RFC Director, rich1384@morris.umn.edu

A review of applications will begin March 31 and will continue until the position is filled.