

Director of Member & Volunteer Experience



Creates exceptional relationships.

DEPARTMENT
Administrative

REPORTS TO
Chief Operating Officer

FLSA STATUS
Exempt

UPDATED
August 2026

Position Summary

The Director of Member & Volunteer Experience is a dynamic, relationship-centered leader responsible for creating an exceptional first impression and lasting experience for every member, volunteer, and guest. From the first phone call or tour through years of membership and service, this role shapes the culture of Generations by fostering belonging, engagement, and outstanding hospitality for people of all ages.

The Director leads membership growth and retention, volunteer engagement, the Welcome Center, service standards, and the staff who make every arrival feel personal and every return visit feel meaningful.

WHY THIS ROLE MATTERS

People come to Generations for connection through welcoming service, meaningful relationships, and a sense of belonging. This leader owns the human experience—the welcome, the follow-through, the invitation to participate, and the relationships that keep people connected.

Essential Functions

Membership Growth & Onboarding

- Develop and implement strategies to increase membership and community engagement.
- Lead tours, inquiry follow-up, enrollment, orientations, referrals, and ambassador initiatives.
- Create a warm, consistent onboarding journey that helps new members quickly discover programs, people, and ways to belong.
- Build community relationships that increase awareness and introduce new audiences to Generations.

Member Experience & Retention

- Establish organization-wide hospitality and service standards for every member and guest interaction.
- Build meaningful relationships with members and families; respond promptly and professionally to questions, feedback, and concerns.
- Develop engagement, renewal, recognition, and re-engagement strategies across the member lifecycle.
- Gather and evaluate feedback to strengthen service, access, communication, and belonging.

Welcome Center Leadership

- Oversee daily Welcome Center operations, including memberships, registrations, reservations, inquiries, check-in, and wayfinding.
- Develop schedules that ensure appropriate coverage during operating hours.
- Recruit, onboard, supervise, coach, and evaluate Member Services staff.
- Maintain procedures, tools, training, and service expectations that create accuracy, consistency, and confidence.

Volunteer Leadership

- Recruit, screen, onboard, orient, schedule, support, recognize, and retain volunteers.
- Match volunteers with meaningful opportunities based on mission needs, interests, availability, and strengths.
- Coordinate volunteer coverage with staff for programs, events, hospitality, and operations.
- Maintain volunteer records, hours, role descriptions, required documentation, and ongoing training.
- Create a volunteer culture where service is rewarding, well supported, and connected to impact.

Data, Communication & Collaboration

- Maintain accurate membership and volunteer records and protect confidential information.
- Track growth, retention, conversion, engagement, satisfaction, volunteer participation, and service trends.
- Provide member and volunteer insights and content for organizational planning and communications.
- Partner with the Program Director on member interests and volunteer needs without owning program design or the program calendar.
- Partner with philanthropy to identify appropriate engagement pathways while respecting donor privacy and relationship ownership.

How Success Will Be Measured

Net membership growth	Membership renewal and retention
Tour-to-membership conversion	New-member 90-day engagement
Member and guest satisfaction	Welcome Center service consistency
Active volunteers and retention	Volunteer hours and satisfaction

Qualifications

Education

- Bachelor's degree in hospitality, communications, business, nonprofit management, community engagement, recreation, or a related field preferred; equivalent experience considered.

Experience

- Three or more years of progressively responsible experience in membership, volunteer management, hospitality, customer experience, community engagement, or a related field.
- Demonstrated experience supervising staff, coordinating schedules, and improving service operations.
- Experience with membership, volunteer, registration, or CRM systems preferred.

Knowledge, Skills & Abilities

- Exceptional interpersonal skills and a genuine enjoyment of welcoming and connecting people.
- Strong staff leadership, coaching, conflict-resolution, and service-recovery abilities.
- Excellent organization, follow-through, written communication, and attention to detail.
- Ability to use data and feedback to improve recruitment, engagement, retention, and service.
- Sound judgment, discretion, optimism, and commitment to inclusive experiences for people of all ages.

Core Competencies

Hospitality	Relationship Building	Staff Leadership
Volunteer Leadership	Member Growth	Service Recovery
Communication	Operational Excellence	Data Stewardship
Collaboration	Accountability	Mission Focus

Other Job Requirements

- Successfully pass a criminal background check and sex offender registry check.
- Maintain a valid Wisconsin driver's license, reliable transportation, and appropriate automobile insurance for organizational business.
- Maintain a flexible schedule, including occasional evenings and weekends, to support member, volunteer, and organizational needs.

Work Environment

This role operates throughout an active intergenerational community center, with frequent interaction at the Welcome Center, in program spaces, at meetings, and during events.

Physical Demands

Ability to sit, stand, walk, bend, reach, and occasionally lift and carry up to 25 pounds while supporting Welcome Center operations, orientations, and events.

Why Join Generations?

AN INVITATION TO MAKE AN IMPACT

At Generations, we're reimagining what an intergenerational community center can be. Every interaction, program, volunteer opportunity, and act of generosity can strengthen community. Join a collaborative team creating a welcoming place where people of all ages learn, connect, contribute, and thrive.

Generations is committed to equal opportunity and to a workplace where every person is treated with dignity and respect.