



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

NORM WAITT SR. YMCA JOB DESCRIPTION

POSITION DETAILS

Job Title: Director of Healthy Living
Status: Full Time Exempt
Department: Healthy Living Wellness & Aquatics
Reports to: Associate Executive Director
Job Grade: Job Grade **Nine**
Revision Date: October 6, 2025

POSITION SUMMARY:

The **Director of Healthy Living** plays a vital role in advancing the YMCA's mission of strengthening community by connecting people to their potential, purpose, and one another. This position provides leadership and oversight for all wellness and aquatic programs, ensuring safe, high-quality, and mission-driven services. By managing staff, budgets, and program growth, the Director of Healthy Living creates a welcoming environment where members and participants achieve their health and wellness goals. Guided by the YMCA's core values—**Caring, Honesty, Respect, and Responsibility**—we foster a culture that is **Welcoming, Genuine, Hopeful, Nurturing, and Determined**.

KEY RESPONSIBILITIES:

- Create a welcoming environment that supports belonging, achievement, and meaningful connections.
 - Deliver high-quality wellness and aquatic programs aligned with YMCA standards and strategic goals.
 - Recruit, hire, train, develop, and supervise staff and volunteers; review performance and provide coaching to achieve goals.
 - Manage the budgeting process, aligning resources with priorities and ensuring operations meet or exceed financial targets. Assist supervisor with financial reporting and long-term planning.
 - Develop and expand programs including group exercise (land and water), Safety Around Water, swim lessons, private lessons, and other offerings in alignment with community needs and YMCA plans.
 - Coordinate the scheduling and use of facilities for group exercise, aquatic programs, trainings, and events.
 - Oversee certifications and trainings including Lifeguard, Swim Instructor, Group Exercise, and CPR/First Aid.
 - Monitor and evaluate program effectiveness, participation, and member satisfaction; adjust programs as needed.
 - Ensure compliance with YMCA, local, and state standards for safety, risk management, and inclusion.
 - Assist in marketing efforts, community outreach, program registration, and promotion of YMCA services.
 - Support YMCA fundraising campaigns, community events, and special initiatives.
 - Conduct regular staff meetings, in-services, and professional development opportunities.
 - Collaborate with leadership on staff recognition, engagement, and retention strategies.
 - Model YMCA core values and use the Y-Voice: Welcoming, Hopeful, Determined, Genuine, and Nurturing.
 - Perform additional duties as assigned in support of the YMCA's mission and strategic goals.
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YMCA COMPETENCY AREAS:

- **Critical Thinking & Decision Making: Uses** sound judgment to adapt programs that meet wellness and safety standards.
- **Communication & Influence:** Builds trust with members, staff, and the community through clear communication.
- **Functional Expertise:** Demonstrates knowledge in wellness and aquatics program development and delivery.
- **Program/Project Management:** Plans, coordinates, and evaluates programs to achieve YMCA goals.

The Y: We strengthen the community through youth development, healthy living, and social responsibility.

NORM WAITT SR. YMCA JOB DESCRIPTION

Job Title: **Title**

- **Developing Self & Others:** Provides leadership and mentorship while pursuing personal and professional growth.
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QUALIFICATIONS:

- Bachelor's degree in health, recreation, or related field preferred; equivalent experience considered.
 - Must be at least 21 years of age.
 - Prior experience supervising staff and managing budgets.
 - Strong communication, organizational, and leadership skills.
 - Proficient in digital tools and technology.
 - Ability to work independently and as part of a team.
 - Experience working with diverse populations.
 - Understands that the YMCA is a public accommodation committed to compliance with the Americans with Disabilities Act (ADA).
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REQUIRED TRAINING AND CERTIFICATIONS:

(or willingness to complete within designated timeframe upon hire)

- CPR and First Aid Certification
 - Bloodborne Pathogens Training
 - Mandatory Child Abuse Reporting Certification
 - Emergency Procedures Training
 - Lifeguard Certification & Lifeguard Instructor Certification
 - Water Safety Instructor (WSI) & Trainer (WSIT)
 - CPR Instructor Certification
 - National Certification (ACE, NETA, AFAA, NASM) in Group Fitness Instruction, Personal Training, or YMCA Foundations of Group Exercise Certification
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WORK ENVIRONMENT AND PHYSICAL DEMANDS:

- Ability to lift up to 25 lbs. safely and repeatedly using proper technique.
 - Ability to plan, lead, and participate in wellness and aquatic activities.
 - Adapt to a fast-paced, team-centered work environment with frequent interruptions and shifting priorities.
 - Must demonstrate emotional resilience, patience, and the ability to remain calm under pressure.
 - Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
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IMPACT STATEMENT:

This role directly contributes to the Norm Waitt Sr. YMCA's mission by leading wellness and aquatic programs that create transformational experiences for members and participants. Through meaningful connections, quality service, and a welcoming environment, the Director of Healthy Living strengthens both our Siouxland community and the broader impact of the YMCA across the country.

Today's date: _____

I acknowledge that I have received, read, and understand the responsibilities and expectations outlined in this job description.

Employee's name

Employee's signature

Supervisor's name

Supervisor's signature