



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

Hire Date
Date Signed
Hire Initial
Manager Initial

REMOTE & IN-PERSON ELIGIBLE

# MARKETING COORDINATOR

## JOB DESCRIPTION

<b>Department:</b>	Membership	<b>Rate of Pay:</b>	\$14.00+ (Starting)	<b>Status:</b>	Part-Time
<b>Reports to:</b>	Membership & Marketing	<b>Director:</b>	Membership & Marketing Director		

### POSITION SUMMARY:

This position supports the work of the Y, a leading nonprofit committed to strengthening community through youth development, healthy living and social responsibility. A successful candidate must be prepared to deliver excellent service to all members, guests, and program participants. The Marketing Coordinator will work closely with the Membership & Marketing Director and broader leadership, but should be a self-starter who can work well independently and quickly. Passion for both the Y’s mission and job at hand, a willingness to take direction and constructive feedback, and commitment to accuracy are essential qualities for the position.

### REMOTE & IN-PERSON POSITION

### ESSENTIAL FUNCTIONS:

- Work closely with Membership & Marketing Director to build the community’s understanding of the YMCA’s cause and impact, and create material to assist in financial development, community engagement, and storytelling.
- Creates professional, quality promotional materials that are in compliance with Y-USA’s brand guidelines, but also share the Y story with the community, promote programs, encourage philanthropy and retain and grow membership at the Y.
- Will oversee media relations, advertising and creative services, social media, email marketing, website management, mobile app management, customer research, measuring member satisfaction, special events with leadership, and has overall responsibility for creating market awareness to grow membership base and community impact.
- Oversee and coordinate internal communications and messaging as presented through indoor and outdoor signage.
- Improve and enhance social media to draw more likes/shares/views by our members and friends. Expertise in all forms of social media is critical.
- Assists in implementing membership strategies that support recruitment of new members and retention of existing members. Assists in creating a member-focused culture and models relationship-building skills in all interactions.
- Assists in helping with membership related duties, when necessary. These duties may include, but are not limited to, covering the front desk, assisting with towels, giving cause driven tours, selling memberships, etc. Builds relationships with members; helps members connect with one another and the YMCA.
- Collaborates with leadership to develop communication and campaign strategies to successfully market the annual campaign. Supports plans for identifying, cultivating and soliciting annual fund prospects. Establishes systems for timely and appropriate acknowledgements of annual campaign gifts.
- Upholds the YMCA’s core values of Honesty, Caring, Responsibility, and Respect
- Works collaboratively with colleagues across the YMCA to assist with major events and community events.
- Maintain a professional appearance and manner reflective of Y standards.
- Provides excellent service to members, guests, and program participants in person and on the phone, via email, and contributing to member retention.
- Friendly engagement with members within 10 feet to develop an approachable and welcoming environment/reputation.
- Builds relationships with members; helps members connect with one another and the YMCA.
- Performs other duties as assigned

**YMCA COMPETENCIES (Leader):**

**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 fund-raising.

**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.

**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.

**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 how they impact 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.

**QUALIFICATIONS:**

- Bachelor’s degree in related field preferred or equivalent combination of education and experience.
- Previous professional experience in membership, marketing, and/or sales preferred
- Excellent personal computer skills and experience with standard business software (required). Experience with Adobe Photoshop/ Creative Cloud, InDesign, Microsoft Publisher, or other graphic design software, preferred
- Experience or basic knowledge with videography and/or photography
- Certifications required within 90 days of hire: CPR/AED and First Aid
- Excellent interpersonal and problem solving skills
- Ability to relate effectively to diverse groups of people from all social and economic segments of the community
- Basic knowledge of computers, mobile devices, social media platforms (rules, laws, news, and analytical tools), etc.
- Comfortable and efficient with handling currency and balances
- Must be 18 years or older
- Ability to read and interpret instructions, procedures, manuals, and other documents

**WORK ENVIRONMENT & 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 of time and be able to communicate using a computer and phone/smart device.
- The employee frequently is required to sit and reach, and must be able to move around the work environment.
- The employee must occasionally lift and/or move up to 10 pounds.
- Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust.
- The noise level in the work environment is usually moderated to loud.

**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.

**Welcoming:** We are open to all. We are a place where you can belong and become a part of a community that places no judgement towards ability, financial status, ethnicity, gender, or orientation.

**Genuine:** We value you and embrace your individuality.

**Hopeful:** We believe in you and your potential to become a catalyst in the world.

**Nurturing:** We support you in your journey to develop your full potential.

**Teammate Signature**

**Date**

**Director Signature**

**Date**