



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Tri-Cities Family YMCA Job Description

Position Title: **Marketing & Communications Manager**

FLSA Status: **Fulltime**

Reports to: **Senior Program Director**

Revision Date: August 2021

POSITION SUMMARY:

This position supports the work of the Y, a leading nonprofit, charitable organization committed to strengthening community through youth development, healthy living and social responsibility. This position builds the community's understanding of the YMCA's cause and impact. Develops and implements effective marketing and communication strategies compliant with Y-USA's branding standards.

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. **We are welcoming:** we are open to all. We are a place where you can belong and become. **We are genuine:** we value you and embrace your individuality. **We are hopeful:** we believe in you and your potential to become a catalyst in the world. **We are nurturing:** we support you in your journey to develop your full potential. **We are determined:** above all else, we are on a relentless quest to make our community stronger beginning with you.

ESSENTIAL OVERALL FUNCTIONS

- Develops annual operating goals, objectives and plan for the marketing and communications area. Monitors the achievement this plan, taking appropriate action to ensure that the goals and objectives are met.
- Develops, produces and distributes program information necessary to promote assigned programs, in accordance with membership and marketing plans.
- Maintains the organizations website ensuring content is current.
- Maintains social networking sites, including but not limited to Facebook and Instagram.
- Develops monthly e-newsletter and member communications as needed.
- Establishes contacts with media representatives and writes and submits press releases when appropriate. Maintains updated files of YMCA's media relations (both press and electronic).
- Provides and maintains related statistics and reports.
- Supports assigned aspects of the fund-raising or sponsorship campaigns, including but not limited to Annual Campaign, Youth Basketball League and YMCA race events.
- Coordinate volunteer network to support association events and programs.
- Plan and coordinate special events.
- Performs other duties as assigned.

QUALIFICATIONS

1. Bachelor's degree in related field preferred or equivalent combination of education and experience.
2. Previous professional experience in membership, marketing and/or sales preferred.
3. Excellent personal computer skills and experience with standard business software, including Adobe Creative Suite and WordPress.
4. Certifications to be completed within the first 30 days of employment:
 - a. Basic Life Support, First Aid, Bloodborne Pathogen certification.
 - b. Child Abuse Prevention Training.

BASIC HOURS

As scheduled and agreed upon Monday-Friday as well as special events. Standard 40-hour work week.

LEADERSHIP COMPETENCIES:

- Inclusion
- Critical Thinking & Decision Making
- Emotional Maturity

ENVIRONMENT

76,000 square foot facility with high level of contact with members and community. Various hours that may include early mornings and/or late evenings.

HEALTH AND SAFETY REQUIREMENTS

Employees are advised on OSHA Standards through required signage and administrative updates as compliant with federal law.

PHYSICAL DEMANDS

Employee can demonstrate sufficient strength, agility, and mobility to successfully perform the essential functions of the position. 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.

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 moderate.

DISCLAIMER

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel so classified.