



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

NORM WAITT SR. YMCA JOB DESCRIPTION

Job Title: **Marketing Specialist**

Status: F/T & P/T Non-Exempt

Department: Marketing and Development

Reports to: CEO or Program Executive Director

Revision Date: October 11, 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. The Marketing Specialist at the Norm Waitt Sr. YMCA intentionally fosters a cause-centered culture that is welcoming, genuine, hopeful, nurturing, and determined and also works to build the community's understanding of the YMCA's cause and impact through the development and implementation of effective marketing and communications strategies.

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 FUNCTIONS:

1. Works with leadership team to meet monthly marketing goals and objectives.
2. Creates, develops, produces and distributes internal materials necessary to promote assigned YMCA programs, in accordance with membership and marketing plans.
3. Builds relationships with coworkers for a cohesive work environment.
4. Writes clearly and concisely, using correct grammar, vocabulary, and appropriate tone for the message or audience.
5. Maintains organized computer databases for various flyers, photos, and other various projects.
6. Manages projects including social media campaigns, posts, websites updates, flyers, signs, etc.
7. Communicates with the Y-Voice; demonstrating determination, genuine concern, a welcoming attitude, helpfulness and a nurturing spirit.
8. All other duties as assigned.

LEADERSHIP COMPETENCIES:

- Communication & Influence
- Critical Thinking
- Program/Project Management

QUALIFICATIONS:

- Bachelor's degree in related field preferred or in process of obtaining; or equivalent combination of education and experience.
- Experience in Microsoft Office, Publisher, and Adobe Suite.
- Ability to adapt to using various marketing platforms.
- Strong customer service and relationship-building skills.
- Excellent problem-solving skills.

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

NORM WAITT SR. YMCA JOB DESCRIPTION

Job Title: **Marketing Associate**

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 15 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 moderate.

EFFECT ON END RESULT:

- The Y will be recognized by the community as providing consistently excellent service to better youth development, healthy living, and social responsibility.
- The Y will effectively connect and build relationship with its members and the community, increasing member enrollment and retention and ultimately increasing the number of people positively impacted by the Y.

SIGNATURE:

Today's date: _____

I have reviewed and understand this job description.

Employee's name

Employee's signature

Supervisor's name

Supervisor's signature