



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

KANDIYOHI COUNTY AREA FAMILY YMCA

Job Title: **Marketing & Communications Director** Job Code: XXXX
FLSA Status: Exempt Job Grade: XX
Reports to: Associate Executive Director Revision Date: 3/2019
Leadership Level: Team Leader Primary Function/Department: Membership

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 & Communications Director at the Kandiyohi County Area Family YMCA intentionally fosters a cause-centered culture that is welcoming, genuine, hopeful, nurturing, and determined and also builds the community's understanding of the YMCA's cause and impact through 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. Develops annual operating goals, objectives and plan for the marketing and communications area. Monitors the achievement of this plan, taking appropriate action to ensure that the goals and objectives are met.
2. Promotes program and membership enrollment with existing and potential members. Coordinates program registration with development and production of program information to maximize enrollment in accordance with membership and marketing plan and provides ongoing support to Program Directors on related issues.
3. Establishes contacts with media representatives, writes and submits press releases when appropriate and maintains files of YMCA's media relations. Builds relationships with key stakeholders, such as service groups, community organizations, and/or companies to support programs or projects.
4. Plans and coordinates membership and special events at the YMCA. Make presentations about the YMCA and represent the YMCA at community events to promote the YMCA.
5. Develops, monitors and administers assigned annual budget and maintains a positive fiscal position.
6. Identifies and builds relationships with internal and/or external partners or key stakeholders, such as service groups, community organizations or companies, to support programs or projects.
7. Makes presentations about the YMCA.
8. Hires, trains, evaluates and supervises assigned staff and volunteers. Provides development and leadership.
9. Provides and maintains related statistics and reports.
10. Educates staff, volunteers, and members about the charitable nature of the Y; leads assigned aspects of the fundraising campaign.
11. May plan and coordinate special events.



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LEADERSHIP COMPETENCIES:

- Collaboration
- Engaging Community
- Communication & Influence
- Philanthropy

QUALIFICATIONS:

- Bachelor's degree in related field preferred or equivalent combination of education and experience.
- YMCA Team Leader certification preferred.
- Previous professional experience in membership, marketing and/or sales preferred.
- Excellent personal computer skills and experience with standard business software.
- Experience in print, radio, digital, video, social media, and website media preferred.
- Ability to relate effectively to diverse groups of people from all social and economic segments of the community, including the ability to make presentations and handle media inquiries.
- BLS/BFA/02 certification within first 30 days of employment

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 moderate.

SIGNATURE:

I have reviewed and understand this job description.

Employee's name

Employee's signature

Today's date: _____