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## Content Specialist

The St. Cloud Area Family YMCA, Alexandria Area YMCA and Kandiyohi County Area Family YMCA have joined together to establish a newly created regional marketing and communications department to achieve collective marketing and communications impact in the communities they serve.

### YMCA

The St. Cloud, Alexandria and Kandiyohi County YMCA's are highly successful, with a combined \$10M annual operating budget, three state-of-the-art program facilities and four childcare centers situated in the heart of the communities they serve. Quality programs and member service are positive attributes of the operation. A supportive and dedicated Branch Board of Directors provide strong leadership and community connections.

### Position Summary

The Content Specialist will bring to life the stories and mission of the YMCA with creative storytelling and management of key communication channels. Emphasis will be placed on developing creative themes and content that can serve a variety of audiences and be integrated into print and digital communication vehicles. Ensuring information on digital platforms is always up to date will be a key priority. As a member of the regional marketing team, this position will be equally focused on showcasing the impact of YMCA's in the communities they serve and promoting the programs and services of each Y branch.

Reporting to the Regional Marketing Director, the ideal candidate will have writing, proofreading and research skills. Experience managing social media accounts is preferred but not required.

All applicants must submit at least two writing samples with their application to be considered.

### Qualifications

- Bachelor's degree (BA/BS) or equivalent experience, preferably in communications, journalism, marketing, English or related field.
- 2+ years of experience in marketing or related field; preferred exposure to, and understanding of, nonprofit organizations.
- Exceptional written communications skills.
- Creative thinker with ability to add value to team discussions and planning sessions.
- Strong analytical, problem-solving and strategic thinking skills.
- Ability to work under a deadline and balance multiple priorities.
- Ability to work with and for others.

- Strong technical skills and familiarity with social media platforms, including Facebook, Instagram and Twitter.

## Essential Functions

### Editorial planning and content development

- Identify, write and prioritize stories and content for the Y websites, social media accounts, emails and other marketing and communications vehicles. Ensure information is consistent and up to date across all platforms.
- Create messaging that showcases the impact of each Y in their respective communities; effectively tell the Y story to increase awareness and position the Y as a leading non-profit, charitable, and community organization.
- Use curiosity to learn about what's happening inside and outside the Y branches to determine the most important and impactful stories. Work with the Y teams and other partners to bring relevant stories and key messages to life for both external and internal audiences.
- Establish and oversee editorial standards and best practices, including providing writing and proofreading support to staff and volunteers.
- Research a wide variety of topics and conduct interviews to elevate storytelling.

### Social media account management

- Develop, execute and monitor social media content and campaigns. Work with Y teams to develop a content calendar.
- In collaboration with the regional marketing director, participate in photo and video shoots to develop assets that support the content calendar.
- Monitor, track, analyze and share performance reports.
- Expand brand visibility for the Y branches through paid social media activities.
- Other duties as assigned.

## Benefits

The YMCA is committed to the professional development of employees. Along with a competitive salary, benefits include medical, dental, vision, life and disability insurance, retirement plan, paid time off, paid holidays, a Y family membership and some program discounts. A flexible schedule and the option to work from home can be discussed with the Regional Marketing Director.

## 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 is frequently 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 50+ pounds.

- Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus.
- The noise level in the work environment is usually moderate.
- While performing the duties of this job, the employee is often required to: climb stairs, bend, stoop, push, squat, sit, crouch, walk, kneel, twist, pull, reach with hands, stand for an extended period, have finger dexterity, grasp, talk, hear, have visual acuity, vocal projection and perform repetitive motions.
- Must be capable of working under pressure in a somewhat disruptive environment.
- Ability to travel to meetings in communities served.

**Salary:** Compensation based on experience. Full-time position.

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## How to Apply

Send resume, cover letter and writing samples to Courtney Sullivan, Regional Marketing Director, at [courtney.sullivan@scymca.org](mailto:courtney.sullivan@scymca.org).

**Resumes accepted until:** March 5, 2021