



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

JOB DESCRIPTION

Job Title: **Marketing and Communications Associate**

FLSA Status:

Status: F/T Hourly

Reports to: Senior Program Director, Marketing & Association Advancement

Job Code:

Job Grade:

Department: Marketing

Revision Date:

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. Builds the community's understanding of the YMCA's cause and impact. Develops and implements effective marketing and communication strategies.

ESSENTIAL FUNCTIONS:

1. Attains annual operating goals, objectives and plan for the marketing and communications area. Takes appropriate action to ensure that the goals and objectives are met.
2. Develops, produces and distributes program information necessary to promote assigned programs, in accordance with membership and marketing plans.
3. Helps establish contacts with media representatives and writes and submits press releases when appropriate. Maintains updated files of YMCA's media relations (both press and electronic).
4. Develops effective working relationships with service groups, community organizations and companies. Makes presentations about the YMCA.
5. May plan and coordinate special events.
6. Assists with implementing marketing and communications plans via the association's social media (website, Facebook, etc.)
7. Performs other duties as assigned.

YMCA LEADERSHIP COMPETENCIES:

Mission Advancement: Models and teaches the Y's values. Ensures a high level of service with a commitment to changing lives. Provides volunteers with orientation, training, development, and recognition. Cultivates relationships to support fund-raising.

Collaboration: Champions inclusion activities, strategies, and initiatives. Builds relationships to create small communities. Empathetically listens and communicates for understanding when negotiating and dealing with conflict. Effectively tailors communications to the appropriate audience.

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

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 (Microsoft Office, Adobe Suite preferred and WordPress).
4. Knowledge of social media platforms and industry trends.
5. Must have good interpersonal, public relations and communications skills, including the ability to make presentations and handle media inquiries.

WORK ENVIRONMENT AND 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.

BENEFITS:

- Vacation Time: Prior to the first year days are accrued 5/6 of a day per month at the beginning of the month. 10 Vacation days after the first year of full time employment.
- Sick Time: Prior to the first year days are accrued .5 of a day per month. 6 days after the the first full year of full time employment
- 7 holidays per yer beginning immediately.
- 3 personal days after the first year of full time employment.
- A free Individual YMCA Membership or a discounted YMCA Family Membership
- 20% discount on programs
- Paid trainings
- Potential for retirement
- Competitive Salary: \$14-16/ hour depending on experience.

Submit Application/Resumé to:

Amy Phelps

Senior Program Director, Marketing & Association Advancement

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