



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## TRI-CITIES FAMILY YMCA

Job Title: **Marketing Coordinator**

Wage: Negotiable based upon experience

Reports to: **Membership Director**

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### 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 compliant with Y-USA's branding standards.

### 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. Develops, produces and distributes program information necessary to promote assigned programs, in accordance with membership and marketing plans.
3. Maintains the organizations Website ensuring content is current.
4. Maintains social networking sites, including but not limited to Facebook.
5. Develops monthly e-newsletter and member communications as needed.
6. 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).
7. Provides and maintains related statistics and reports.
8. Leads assigned aspects of the fund-raising or sponsorship campaigns, including but not limited to Annual Campaign, Youth Basketball League and YMCA race events.
9. May plan and coordinate special events.
10. Performs other duties as assigned.

### YMCA COMPETENCIES (Team Leader):

**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. Provides staff with feedback, coaching, guidance and support.

**Operational Effectiveness:** Provides others with frameworks for making decisions. Conducts prototypes to support the launching of programs and activities. Develops plans and manages best practices through engagement of team. Effectively creates and manages budgets. Holds staff accountable for high-quality results using a formal process to measure progress.

**Personal Growth:** Shares new insights. Facilitates change; models adaptability and an awareness of the impact of change. Utilizes non-threatening methods to address sensitive issues and inappropriate

behavior or performance. 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.
4. Must have good interpersonal, public relations and communications skills, including the ability to make presentations and handle media inquiries.

#### **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.