

YMCA OF VINCENNES

Job Description



Position: Director, Marketing and Brand Compliance

FLSA Type: Exempt

Reports to: CEO

Function:

Provide marketing communication leadership for the Y, including its Senior Center and VanGo Public Transportation program, while promoting and protecting the Y brand. Develop and lead marketing campaigns and plans, produce marketing collateral, coordinate special events, outreach and projects, and supervise Volunteer Coordinator. Maintain relationships with local media to ensure the community's knowledge of the Y, its mission and programs, and significantly increase understanding of the association's work and cause of strengthening community.

Qualifications:

Prefer a Bachelor's Degree from an accredited university, experience as a marketing and/or communications professional, excellent writing and communication skills. Ability to communicate effectively with a diverse audience through a variety of channels. Strong planning and organizational skills, ability to work on multiple projects and meet deadlines while delivering high quality results. Experience with design/publishing software and social media marketing preferred.

Major Job Activities:

1. Provides marketing leadership through training, guidance and implementation of initiatives.
2. Promotes and protects the Y brand. Ensures brand compliance in visuals and messaging.
3. Coordinate all graphic design projects and communications pieces.
4. Lead the implementation of effective promotional campaigns with measurable results that support program and membership growth and retention. Drives improvement based on results.
5. Coordinate website materials to ensure content is accurate, engaging and current.
6. Leads social media presence, in alignment with the Association strategic plan.
7. Develops annual marketing plan with measurable goals. Monitors achievement and takes action to ensure that goals and objectives are met.
8. Develops annual marketing calendar, including campaigns and Association communications.
9. Leads public and media relations. Establishes relationships with media contacts. Identifies and pursues opportunities. Drafts media releases. Responds to media inquiries.
10. Coordinates and staffs special events. Creates engaging displays.
11. Identifies and cultivates testimonials and stories from members, volunteers and donors.
12. Develops effective working relationships with community organizations.
13. Hires, trains, evaluates, and leads staff and volunteers.
14. Manages marketing budget to meet goals. Works with CEO to determine most effective use of marketing funds for the Association.
15. Supports fundraising through donor and volunteer communications and coordinating events.
16. Performs as an active, contributing member of the overall Y staff team. Participates in required meetings and trainings.
17. Fulfills any functions designated by the CEO for the betterment of the program and the ability of the YMCA of Vincennes to meet its mission.
18. Upholds all YMCA policies, procedures, standards, and code of conduct.

Effect on End Result:

This position ensures quality, growth, and soundness of YMCA marketing to fully support the YMCA mission.

I understand and accept that the above description represents my agreement as to the job to be performed.

Signature _____

Date: _____