



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

**YMCA of Greater Syracuse
Job Posting**

Job Title: Marketing Coordinator

Reports To: Senior Director Membership & Wellness

FLSA: Non-exempt – Part-time

Work Location: East Area Family & Manlius YMCAs

Work Schedule: Daily hours will vary; 20-25 hours per week

A Career with a Cause:

At the Y, strengthening community is our cause. Our mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all. We focus our work in three key areas, youth development, health living and social responsibility. We are committed to this cause because a strong community can only be achieved when we invest in our kids, our health and our neighbors.

General Functions:

Under the direction of the Senior Director Membership & Wellness, the Marketing Coordinator is responsible for daily distribution of YMCA information (membership, program, cause, news) to Y members and non-members via a variety of outlets. Duties include collecting feedback from Y members and program participants; developing and sharing stories that demonstrate how the Y strengthens community; and working within brand guidelines (graphics, voice and messaging). The Marketing Coordinator produces measureable results on specific initiatives while positioning the Y as a cause-driven organization which focuses on youth development, healthy living and social responsibility.

Responsibilities/Duties/Functions/Tasks:

The essential functions of this position include, but are not limited to the following:

- Using the Constant Contact platform, edit and distribute e-mails to audiences associated with the branch (which includes both the East Area Family YMCA and the Manlius YMCA). E-mail distributions include session newsletters, new member greetings, and updates to donors and other groups.
- Update and maintain the content associated with the branch on the association's website.
- Input upcoming events into Google calendars for the branch
- Administer the branch Facebook pages.
- Utilize Y-USA branding standards and guidelines in all public communications.
- Work with branch leaders in revising program guide and other promotional material to insure accuracy.
- Assist Program Directors in promoting programs using a variety of means, including flyers, e-mail messages and social media posts.
- Manage templates for program newsletters and publications.
- Gather content, write and publish marketing material as needed for members.
- Administer electronic and hardcopy survey and program evaluations.
- Assist in collecting photos, videos and Y stories to support the Ys mission
- Other duties as assigned by the Senior Director Membership & Wellness.

Experience and Education:

- Degree in a related field, with minimum 2-years of experience in communications or marketing.

Qualifications:

- Knowledge of social media networking channels.
- Excellent verbal, written and graphic communication skills.
- Strong interpersonal skills, with the ability to establish and maintain cooperative relationships with staff members, volunteers, donors, members, vendors and others.
- Ability to work both independently and as part of a team.
- Strong organizational skills, including the ability to manage multiple projects, to prioritize workload and to meet deadlines in a self-directed and calm manner with the flexibility to meet changing needs and priorities of assigned projects as they occur.
- Proficient in Microsoft Office, website content management systems, page layout programs such as InDesign and digital marketing platforms to include Constant Contact and Facebook.
- Must be goal-oriented and innovative, with a positive attitude. Must possess creativity, initiative, good judgment, analytical skills and self-confidence,
- Ability to maintain confidentiality when required.

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Posting Period: 3/12/18 – 3/26/18

Trainings & Certifications:

- Must complete online Bloodborne Pathogens and Employee Safety trainings prior to assignment to initial position.
- Must attend and complete Youth Protection training within the first 60-days of employment.
- Must complete online Hazard Communication training within the first 90-days of employment.
- Must attend and complete Listen First training within the first 90-days of employment.
- Must complete Darkness to Light training within 1-year of employment.

Core Competencies:

- Supports the Mission and Cause of the YMCA: Understands and supports the mission of the YMCA; displays the YMCA values; displays flexibility and accepts changes; is willing to try new methods and make suggestions; shows a strong commitment to the YMCA; conveys enthusiasm for the YMCA and his/her work.
- Builds Community: Understands and embraces the role of volunteers; helps members and participants make connections to others and to the YMCA; practices effective relationship-building techniques; supports the role of fund-raising in achieving the YMCA mission.
- Provides a Quality Experience for Members, Participants, Internal Customer and Other: Possesses the ability to deliver outstanding experiences for members, participants, internal customers and others; builds warm and supportive relationships; consistently greets and assists everyone in a positive way; strives to provide service that will exceed expectations; responds to concerns and complaints in a way that makes each person feel valued; initiates action for prompt resolution; looks for better ways to serve in involve members, participants, internal customers and others.
- Works Productively: Demonstrates responsible actions; consistently performs duties in a safe and conscientious manner within the agreed upon timeframe; follows standards, policies and procedures; is reliable and consistently punctual; actively participates in staff meetings, required trainings, and other work related activities; uses good judgment; uses YMCA resources appropriately and efficiently.
- Uses Effective Personal Behaviors/Communicates Effectively: Treats everyone with courtesy, respect and consideration; displays integrity; listens actively and genuinely; communicates in a clear and pleasant manner; embraces differences among people; demonstrates an active willingness to learn and grow; accepts constructive criticism; works cooperatively as a team member.

Physical Demands:

Ability to frequently sit, use his/her hands and fingers, stand, typing, walk, reach, climb, balance, stoop, crouch, kneel and climb stairs. Occasionally required to lift and/or carry and move up to 30 pounds. Specific vision abilities required close, color, distance, peripheral, depth perception and ability to adjust focus. Hear noises and distress signals in the office environment with background noise and perform all needed rescues skills.

Work Environment:

Duties are performed in an office environment with a moderate level of noise.

Americans with Disabilities Specifications:

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.

How to Apply:

Interested candidates should respond to Mary Beth Anderson, Senior Membership & Wellness Director, at (315) 637-2025, ext. 220 or email their application to manderson@syracuseymca.org or Laura Lipari, Human Resources Coordinator, at (315) 474-6851, ext. 356 or email their application llipari@syracuseymca.org, no later than March 26, 2018.

The YMCA of Greater Syracuse reserves the right to interview only those internal candidates that based on their qualifications, experience and background meets the requirements of the job vacancy.