



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

YMCA of Northern Utah

Job Title: **Development and Marketing Coordinator**

Job Grade: **4**

FLSA Status: **Exempt**

Job Location: **Association Office in Salt Lake City**

Reports to: **Associate Development Director and Marketing and Events Manager**

Revision Date: **4/30/18**

Primary Function/Department: **Development**

POSITION SUMMARY:

This position supports the work of the Y, a leading nonprofit, charitable organization committed to strengthening community through youth development, healthy living and social responsibility. The Development and Marketing Coordinator at the YMCA of Northern Utah stewards the Y's cause and delivers the Y's voice in all our external communication, promoting and protecting the brand and reputation as a global, inclusive organization within the community. The Development and Marketing Coordinator does this through preparing, submitting, and managing grant proposals and reports in support of the Y's philanthropic endeavors; managing social media accounts and website for the organization; and creating marketing assets and media relations using Y voice and messaging and brand compliance.

ESSENTIAL FUNCTIONS:

1. Researches potential funders, (e.g., foundations, corporations) and builds strong, strategic relationships with current and prospective partners inside and outside the Y.
2. Effectively communicates community benefit and the Y's impact for all stakeholders (e.g., staff, volunteers, members, community leaders) and writes grant proposals to help fund the Y's programs.
3. Maintains an efficient and effective tracking and reporting system that supports the financial development efforts of the Y.
4. Completes requisite grant reports and meets deadlines in order to preserve and enhance confidence in the organization.
5. Manages and implements an organized system of communications internally and externally to provide stewardship to donors regarding grant awards and the management and monitoring of the funders' requirements for recognition.
6. Oversees the entry and completion of all donations into Raiser's Edge (donor management software).
7. Updates website main pages and assists program directors and managers with program pages.
8. Posts social media and oversees editors' messaging to amplify the Y's voice and presence in Utah.
9. Writes press releases and distributes them to media outlets to support Y programs and events.
10. Assists in the creation of marketing assets through communication and dissemination with staff and vendors.
11. Tracks statistics and updates monthly marketing reports to provide data used to effectively market the Y programs and brand.



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LEADERSHIP COMPETENCIES:

- Collaboration
- Communication
- Philanthropy
- Functional Expertise

REQUIRED QUALIFICATIONS:

- Bachelor's degree in journalism, communications, English, marketing, or a related field or equivalent education/experience.
- One to two years of successful experience in writing or communications required, with grant management/writing preferred.
- Excellent verbal and written communications skills, particularly the ability to read, analyze, write, and edit grants, reports, social media posts, press releases and correspond with external businesses, community members, and media.
- Functional knowledge of social media management.
- Must possess efficient time management skills to consistently meet deadlines.
- Strong critical thinking and research skills required, with ability to collect and conceptualize data. Problem solving and reasoning skills are necessary to analyze data and draw valid conclusions.
- Computer proficiency, particularly with Microsoft Office and Google, and experience developing and utilizing spreadsheets; website management experience preferred.
- Experience in a nonprofit environment is preferred.
- Familiarity with fundraising techniques and strategies preferred.

WORK ENVIRONMENT & PHYSICAL DEMANDS:

The physical demands described below 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.

The YMCA of Northern Utah provides equal employment opportunities (EEO) to all employees and applicants. Applications for employment will be considered without regard to race, color, religion, sex, national origin, age or disability.

TO APPLY:

Interested applications should send a cover letter and resume to Jill Wood, Associate Development Director, at jwood@ymcautah.org.

To learn more about the Y, visit us at ymcautah.org

The Y: We're for youth development, healthy living, and social responsibility.