



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA of Northern Utah

Job Title: **Marketing and Communications Manager**

Job Grade: 6

FLSA Status: Exempt

Primary Location: Salt Lake City

Reports to: Development Director

Primary Function: Administration

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 Marketing Manager at the YMCA of Northern Utah builds the community's understanding of the YMCA's cause and impact through development and implementation of effective marketing and communications strategies.

OUR CULTURE:

Our mission and core values are brought to life by our culture. In the Y, we strive to live our cause of strengthening communities with purpose and intentionality every day. **We are welcoming:** we are open to all. We are a place where you can belong and become. **We are genuine:** we value you and embrace your individuality. **We are hopeful:** we believe in you and your potential to become a catalyst in the world. **We are nurturing:** we support you in your journey to develop your full potential. **We are determined:** above all else, we are on a relentless quest to make our community stronger beginning with you.

ESSENTIAL FUNCTIONS:

1. Develops, produces and distributes marketing materials and program information necessary to promote YMCA programs.
2. 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).
3. Acts as the Association's Brand Advocate which involves overseeing and monitoring content presented in all Y marketing materials and ensuring use of the YMCA brand.
4. Prepares marketing templates and tools and trains YMCA staff on marketing tools and brand usage guidelines.
5. Works with YMCA staff in the creation of an annual outreach & communications plan that uses a diverse mix of promotional approaches to increase visibility in Utah communities. This increases participation in YMCA programs, support from current and potential donors and engagement with current and potential partners/collaborators.
6. Responsible for the web content and creation of branded content in key areas of the Association's website ad social media outlets
7. Builds the capacity of the YMCA's outreach, communications and fundraising efforts to increase the awareness and impact of YMCA's programs and services in Utah
8. Leads assigned aspects of fundraising campaign events. May help to plan and coordinate special events in conjunction with the fund development department.
9. Designs and writes copy for marketing materials (direct mail, email, social media, online) for the organization for use in meetings, outreach and discussions with a variety of audiences (including YMCA staff, volunteers, parents, partners, collaborators and funders).



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LEADERSHIP COMPETENCIES:

- Collaboration
- Communication & Influence
- Philanthropy

QUALIFICATIONS:

- Bachelor degree in Marketing, Advertising, Communications or related field preferred or equivalent combination of education and experience.
- 3-5 years' professional experience in marketing desired
- Computer proficiency in graphic design, social media and web design. Familiarity with Publisher, Adobe Acrobat, Photoshop, Drupal and Vertical Response preferred.
- Must have excellent written, verbal and interpersonal communication skills with the ability to explain information to diverse groups
- Demonstrated experience in both designing and writing copy for marketing materials
- Ability to handle multiple tasks simultaneously

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.

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 Adria Stauffer astauffer@ymcautah.org.

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