



eliminating racism  
empowering women  
**ywca**

## MARSHALLTOWN YMCA-YWCA JOB DESCRIPTION

Job Title: Marketing & Communications  
Director

Primary Function/Department: Administration

FLSA Status: Exempt

Reports to: CEO

### 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.

Under the direction of the CEO, the Marketing & Communications Director provides strategic leadership in financial development and communications to advance the Ys mission through membership, program participation, annual giving, grants, endowment bequests and gifts and capital campaigns. The Marketing & Communications Director builds the community's understanding of the Y's services and impact through development and implementation of effective marketing and communications strategies; positions the Y as a community convener and collaborator to address critical social issues; provides leadership for other programs including lifelong learning. Areas of focus include membership growth, program revenue growth, inclusion, and cause-driven brand visibility.

### ESSENTIAL FUNCTIONS:

1. Drives marketing and communication efforts, monitoring progress, analyzing data-driven metrics, and ensuring proactive adjustments to achieve goals and a healthy return on investment.
2. Researches and analyzes economic trends, member behaviors and habits, the demographic characteristics of all potential members, their preferences for association services and products, and those of competitors.
3. Utilizes data to analyze, identify, interpret, and capitalize on marketing trends.
4. Develops and initiates new and creative marketing strategies.
5. Develops content strategy for outbound marketing and communications, including website, newsletters, online advertising, print advertising, and all digital media.
6. Creates and implements effective communication strategies with compelling messages that inspire others to accomplish the mission and cause with maximum impact. Develops communication plans to ensure members, participants and the community understand the case for support.
7. 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.
8. Develops, monitors and administers assigned annual budget and maintains a positive fiscal position. Leverages relationships to broaden our reach and impact while managing financial resources through budgets, in-kind donations, and marketing partnerships.
9. Identifies and builds relationships with internal and external partners and key stakeholders, such as service groups, community organizations and companies, to support programs and

projects.

10. Provides and maintains related statistics and reports.
11. Educates staff, volunteers and members about the charitable nature of the Y; leads assigned aspects of the fundraising campaign.
12. Directs and coordinates association annual campaign and endowment programs.
13. May plan and coordinate special events.
14. Responsible for activities related to the advisory board of the YMCA-YWCA Heritage Club, including but not limited to setting meetings, preparing agendas, overseeing financial preparation, taking minutes and doing various other tasks as required by the committee.
15. Responsible for planning and implementation of the Heritage Club Annual Meeting, working with the Heritage Club Advisory Board.
16. Develops strategies to increase volunteer involvement at all levels of financial development.
17. Provides supervision and support to assigned administrative staff.
18. Performs other duties as assigned.

### **QUALIFICATIONS:**

- Bachelor's degree in related field preferred or equivalent combination of education and experience.
- Must have strong interpersonal, public relations, and communications skills, including making presentations and handling media inquiries.
- Ability to relate to top community leaders and diverse groups of people from all social and economic segments of the community.
- Ability to create interpretive materials to enable potential donors to understand the Y and how they contribute to the achievement of its mission.
- Knowledge of the media and its use in gaining exposure for Y events and programs.
- Previous professional experience in membership, marketing and/or sales preferred.
- Excellent personal computer skills and experience with standard business software, website design and social media channels.
- Must have strong interpersonal, public relations and communications skills, including the ability to make presentations.

### **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 may be required to: climb stairs, bend, stoop, kneel, twist, reach with hands, sit, stand for an extended period of time, climb ladders, walk, shovel snow, plow snow, lift and/or move up to 50 pounds, have finger dexterity, grasp, perform repetitive motions, talk, hear and have visual acuity.
- 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 work is performed both indoors and out, and may require travel to various locations.
- While performing the duties of this job the employee is exposed to weather conditions prevalent at the time.

### **REQUIRED TRAINING/CERTIFICATIONS:**

- Child Abuse Prevention (Meet Sam, Duty to Report, It Happened to Me & Keeping your Y Safe webinars) within 45 days of hire.
- Introduction to the Y's Cause and Culture within 45 days of hire.
- Y's Way to Service & Engagement within 45 days of hire.

- Certifications required within 60 days of hire: CPR, AED and First Aid.

**SIGNATURE:**

I have reviewed and understand this job description and will abide by them while working at the Y.

\_\_\_\_\_

Employee's name

Employee's signature

Date

Updated October 2022