



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

MARKETING AND DEVELOPMENT DIRECTOR

Job Title: **Marketing & Development Director**

FLSA Status: Exempt

Reports to: CEO

Revision Date: 2/13/2019

Leadership Level: Team Leader

Primary Function/Department: 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 & Communications Director at the YMCA of the Sandhills intentionally fosters a cause-centered culture that is welcoming, genuine, hopeful, nurturing, and determined and also builds the community's understanding of the YMCA's cause and impact through development and implementation of effective marketing and communications strategies.

ESSENTIAL FUNCTIONS:

1. Oversees the production of all communication materials, including writing and editing content, procuring stories, and proofing designs. Responsible for effective content and timely, accurate delivery of all materials.
2. Plans and directs the marketing and communication plan for the association. This may include developing newsletters, brochures, reports, social media and maintaining the website.
3. Work with the CEO to develop the Y's overall philanthropy strategies including annual philanthropic objectives and goals.
4. Develops, coordinates and oversees gift solicitation and fundraising strategies. And maintains active donor list.
5. Identifies and builds relationships with internal and/or external partners or key partnerships throughout the community.
6. 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).
7. Responsible for overseeing association social media platforms and assisting/training YMCA branch staff on social media branch platforms. Monitors, maintains and updates all content of each platform.
8. Provides and maintains related statistics and reports.
9. Develops, directs and implements a strategic marketing and communications plan to advocate the association's core business, philanthropic efforts, the YMCA mission, cause and brand.
10. Establishes and oversees an annual signature Y Community Event for the purpose of Mission Promotion and Fundraising. This is to be a social event that the community attends and supports each year.

YMCA COMPETENCIES (Team Leader):

Mission Advancement: Models and teaches the Ys values. Ensures a high level of service with a commitment to changing lives. Provides volunteers with orientation, training, development, and recognition. Cultivates relationships to support fund-raising.

Collaboration: Champions inclusion activities, strategies, and initiatives. Builds relationships to create small communities. Empathetically listens and communicates for understanding when negotiating and dealing with



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conflict. Effectively tailors communications to the appropriate audience. Provides staff with feedback, coaching, guidance and support.

Operational Effectiveness: Provides others with frameworks for making decisions. Conducts prototypes to support the launching of programs and activities. Develops plans and manages best practices through engagement of team. Effectively creates and manages budgets. Holds staff accountable for high-quality results using a formal process to measure progress.

Personal Growth: Shares new insights. Facilitates change; models adaptability and an awareness of the impact of change. Utilizes non-threatening methods to address sensitive issues and inappropriate behavior or performance. Has the functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.

QUALIFICATIONS:

- Bachelor's degree in related field preferred or equivalent combination of education and experience.
- YMCA Team Leader certification preferred.
- Previous professional experience in membership, marketing and/or sales preferred.
- Excellent personal computer skills and experience with standard business software.
- Must have strong interpersonal, public relations and communications skills, including the ability to make presentations and handle media inquiries.

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.

HOURS:

Full-Time

LOCATION:

Fayetteville Branch

TO APPLY:

Submit Cover Letter, Seasonal Job Application, and Resume to:

Katie Wildonger
2717 Fort Bragg Road
Fayetteville, NC 28303

Katie.wildonger@ymcaofthesandhills.org



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