



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

Job Title: **Association Marketing Director**  
FLSA Status: Exempt  
Reports to: Director of Mission Advancement

Revision Date: January 2022

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### **POSITION SUMMARY:**

This position supports the work of the Y, a leading nonprofit organization committed to strengthening community through youth development, healthy living, and social responsibility. The Association Marketing Director of the YMCA of the Chippewa Valley 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.

### **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, we are on a relentless quest to make our community stronger beginning with you.

### **ESSENTIAL FUNCTIONS:**

1. Positively models and reinforces the YMCA's core values, mission statement, and relationship-building skills in all interactions.
2. Develops the association's marketing and communications annual goals, objectives, and plan. Monitors the achievement of this plan, taking appropriate action to ensure that the goals and objectives are met. Provides and maintains related statistics and reports.
3. Develops, produces, and distributes program information necessary to promote assigned programs, in accordance with membership and marketing plans.
4. Manages content and creates engagement for social media pages and the website.
5. Tells stories of members and donors through written profiles, photography, video, audio production, and more to illustrate the impact of the YMCA.
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. Develops, monitors, and administers assigned annual budget and maintains a positive fiscal position.
8. Identifies and builds relationships with external partners or key stakeholders, such as service groups, community organizations, or companies, to build the community's understanding of our cause and impact.
9. Educates staff, volunteers, and members about the charitable nature of the Y; leads assigned aspects of fundraising campaigns.
10. Hires, trains, evaluates, and supervises assigned staff and volunteers. Provides development and leadership.
11. Leads or assists with the planning and coordination of special events.
12. Performs all other duties as assigned.

### **YMCA COMPETENCIES (Team Leader):**

*Mission Advancement:* Models and teaches the Y's 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 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:**

1. A degree (or equivalent combination of education and experience) from an accredited college or university in marketing, communications, business, or related program is required.
2. At least three years relevant professional marketing experience is preferred including experience in print, radio, digital, video, social media, and website media.
3. Experience working with the budget process from creation, management, analysis and reporting is also favored.
4. Proven experience in creating advertising/promotions and collateral that produces desired results is desired. High level of proficiency in Microsoft Office Suite and Adobe Creative Cloud is also coveted. Furthermore, the ability to make presentations and handle media inquiries is essential.
5. Must possess excellent organization, interpersonal, customer service and public relations skills with an ability to manage competing priorities. Additionally, excellent written and verbal communication skills with proven success in producing compelling and readable copy appropriate for targeted audiences is necessary. Must be able to relate effectively to diverse groups of people from all social and economic segments of the community.

### **APPLICATION INFORMATION:**

Interested & qualified candidates can apply by sending a cover letter and resume to Suzie Slota at [sslota@ymca-cv.org](mailto:sslota@ymca-cv.org) or via [Indeed](#). Applications can also be mailed to:

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