



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## Job Opening Announcement

### **Position Title: Marketing Coordinator**

Position Type: Part Time

Date Posted: September 20, 2018

#### **Description:**

The Y seeks a talented, organized professional to help advance the mission of the organization through the creation and delivery of clear and compelling communications. Use Graphic Design software (Adobe Creative Suite products ie; Illustrator, Photoshop etc.) to update and maintain print marketing materials, member communication pieces and templates as needed including monthly newsletters, program brochures, internal branch marketing pieces and promotions.

Assist in managing and maintaining the Y's website by ensuring that our messages and image are professional, interactive and effective in communicating our products and services. Work with program managers to ensure that local Y pages are current and copy reflects consistency through the site as we communicate to multiple audiences.

Manage and schedule updates for the association social media pages and post additional updates as needed. Keep a database of media contacts and other managers in writing and sending regularly scheduled Press Releases.

Assist in supporting branch activities and events where appropriate. Assist in taking pictures and video for use in print and digital marketing materials. Strive to meet the highest standards set forth in the YMCA of the USA Marketing and Communications Best Practices and follow YMCA Branding Standards. Act as a professional member of the staff team by offering input and insight as well as performing all other assignments and responsibilities deemed necessary.

The Y is an equal opportunity employer and provider focusing on youth development, healthy living and social responsibility.

#### **Qualifications:**

Direct experience in graphic design and digital marketing. Candidates should be able to navigate the Mac and Windows worlds with demonstrable experience in the Adobe Creative Suite and Windows Office products. The ideal candidate will be a natural communicator, articulate both in person and on paper. He/she will be painstaking about details and seeing jobs through from concept to completion. Salary varies based on experience. (\$11.25/hr.-\$15/hr.)

#### **To Apply:**

Please Submit a resume and application to Jenna Zdunek at the Front Desk, YMCA, 1420 Pine Street, Marquette, MI 49855. Closing Date: October 20<sup>th</sup>.

