

JOB POSTING



JOB POSITION: Outreach and Community Relations Director

POSITION TYPE: Full-time

LOCATION: Aberdeen Family YMCA

POSITION POSTED: 3/3/2021

APPLICATIONS ARE AVAILABLE ONLINE:

www.aberdeenyumca.org Join Our Team

Or pick up an application at the Aberdeen Family YMCA

Aberdeen Family YMCA

5 South State Street

Aberdeen, SD 57401

mjohnson@aberdeenyumca.org

605-225-4910 ex 1007

GENERAL DESCRIPTION:

Under the direction of the CEO, the Outreach and Community Relations Director will be responsible for creating and managing strategies that increase membership and program participation at the YMCA and build awareness about the YMCA's impact in the community.

JOB REQUIREMENTS, PREFERRED EDUCATION, TRAINING, AND WORK EXPERIENCE:

- Four year Bachelor's degree in Marketing, Business Administration or related field or equivalent experience.
- Previous experience in marketing, promotion, public relations or communication.
- Demonstrated ability in producing high quality video, media materials.
- Have a strong command of the English language.
- Have demonstrated ability to maintain high quality website and social media presence.
- Have a demonstrated ability to make public presentations.
- Knowledge on fundraising as it relates to non-profit (preferred).
- Experience working with budgets (preferred).
- First Aid/CPR (can be obtained upon hire).
- Proficient use of computers and working knowledge including but not limited to Adobe Acrobat, Illustrator, Photoshop, InDesign, WordPress and Microsoft Office.
- Experience with basic HTML editing.
- Experience with web design and social media outlets.
- Experience in managing multiple projects at one time.

Essential Functions:

- During COVID-19 pandemic this position will assist with areas outside of the department and perform duties that will be assigned to best serve the organization.
- Develops and manages annual marketing plan in accordance with the mission, strategic planning, and goals of the YMCA.
- Directs and oversees all operations related to marketing.
- Implements membership and marketing strategies that focuses on recruitment of new members and retention of existing members.
- Develops and implements tactics to effectively communicate the impact of YMCA programs and services.
- Works directly with the Membership Director to coordinate membership events and promotions for the YMCA.
- Develops annual operating goals, objectives and plan for the marketing and communications.
- Monitor and evaluate success of strategies to ensure that the goals and objectives are met.
- Establish contacts with the media representatives and submit press releases when appropriate.

- Make presentations about the YMCA to groups, organizations, etc. to increase awareness and presence in the community.
- Develop, edit and publish attractive, accurate, timely and informative print communication materials meeting YMCA branding requirements.
- Develop, implement and maintain the YMCA's social media strategy.
- Maintain the YMCA website with updates and changes in content.
- Facilitates ongoing communication with Strong Kids Campaign volunteers and donors. Provide information on the impact of the YMCA and the importance of the campaign.
- Integrates the use of technology and social media to enhance the effectiveness of the annual Strong Kids Campaign.
- Provides support for fundraising events, conferences and meetings including mailings, printed materials, etc.
- Work directly with program directors to develop strategies to increase participation in various programs offered by the YMCA.
- Maintains positive open communication with staff and serves as a resource for all departments.
- A willingness to commit to the mission of the YMCA.
- Promote YMCA membership, programs and services.
- Promote and incorporate the YMCA's mission, four core values and areas of focus into all marketing plans and strategies.
- Ability to work flexible schedule as needed with core hours established.
- Ability to establish and maintain harmonious relationships with staff, volunteers, members and the general public.
- Responds to emergency situations in accordance with CPR, First Aid and the Aberdeen Family YMCA policies and procedures. Completes incident and accident reports as required.
- Be involved in community activities to the benefits of the YMCA and its programs.
- Attend and participate in staff meetings and/or related meetings and approved trainings.
- Assist with special events as needed.
- Work Manager on Duty (MOD) shifts as assigned.
- Complete other duties as assigned.

Equal Employment Opportunity. Resumes and employment applications can be returned to the email address above or at 5 S. State Street, Aberdeen, SD 57401. Applications can be found on our website at aberdeenymca.org.