



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Central Connecticut Coast YMCA Position Announcement

Job Title: Digital Marketing Associate

Salary: \$14.50 - \$18.00

FLSA: Non-Exempt Part Time 20 hours per week

Reports To: Marketing & Communication Director

Work Location: Association Office

Work Schedule: Flexible schedule to be agreed upon

A Career with a Cause:

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. Our mission is to put Judeo-Christian principles into practice through programs that build healthy spirit, mind, and body for all. The Y strengthens the foundations of communities and families through our key areas of focus; youth development, healthy living, and social responsibility and our core values of caring, honesty, respect, and responsibility. We are committed to this cause because a strong community is achieved when we invest in our children, health, neighbors, and values.

We are welcoming: we are open to all. We are a place where you can belong and grow. **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 else, we are on a relentless quest to make our community stronger beginning with you.

Position Summary:

This position supports the mission and work of the Y, a leading nonprofit, charitable organization. The Digital Marketing Associate at the Central Connecticut Coast YMCA 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.

Salary and Benefits:

- Salary Range: \$14.50 - \$18.00 per hour, Non-exempt
- Work Schedule: Maximum 20 Hours per week. Flexible schedule to be agreed upon, can be a remote and office between M-F 8am-5pm combination with availability during office hours for meetings.
- YMCA Membership

Essential Functions:

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The essential functions of this position include, but are not limited to the following:

- Models and teaches the YMCA core values of caring, honesty, respect, and responsibility with members, colleagues, staff, guests, volunteers, and vendors.
- Assist with day-to-day Association-wide, brand compliant, digital marketing and communication efforts including web sites, social media, email marketing, digital advertising, mobile apps and other emerging technology.
- Maintain timely website content for a multi-page, multi-branch website. Implement and oversee the execution of Search Engine Optimization strategies to increase web traffic and increase Google AdWords campaigns.
- Support daily social media content, engagement activities and strategies. Recommend future efforts.
- Compile, analyze and interpret web and social media analytic tools to anticipate trends and strategies for growth. Monitor ROI through use of analytics to offer tactical adjustments.
- Gain a knowledge of best practices related to email marketing initiatives while designing templates for initiatives. Coordinate Association-wide programs. Monitor and share effectiveness of campaigns.
- Research and identify new digital communication technology trends that may relate to the Y's needs and offer recommendations.
- As needed, may participate in other Y Marketing and Communication planning, creating and executing.
- Develops, maintains, and facilitates positive relationships with and between volunteers, members, program participants, staff, and colleagues at all levels of the organization.
- Follows all YMCA policies, procedures, and guidelines including those pertaining to health and safety, confidential information, the prevention of child abuse, and staff expectations.
- Ambassador of all YMCA programs with a focus on member engagement that fosters loyalty among those we serve.
- Attends all mandatory meetings and trainings.

YMCA Leadership Competencies:

- **Critical Thinking & Decision Making:** Makes informed decisions based on logic, data, and sound judgment.
- **Communication & Influence:** Listens and expresses self effectively and in such a way that engages, inspires, and builds commitment to the Y's cause.
- **Collaboration:** Creates sustainable relationships within the Y and with other organizations in service to the community

- **Innovation:** Creates and implements new and relevant approaches and activities that improve and expand the Y's work and impact in the community

Experience, Education, and Qualifications:

- Possess or in pursuit of a four-year college degree in digital, marketing, communications, business, web, digital media or a related field or relevant job experience.
- Experience in web site administration, Google Analytics and social media/email marketing software.
- Ability to learn and operate software applications required to achieve position responsibilities.
- Excellent written, visual and verbal communication skills. Strong interpersonal skills.
- Knowledge of graphic design, photography, videography.

Trainings & Certifications:

- Must complete New Employee Orientation, Child Abuse Prevention, Mandated Reporter, Blood-borne Pathogens, Employee Safety, and Hazard Communication trainings prior to initial start of position.

Effect on End Results:

This position strongly impacts the effectiveness with which the Central Connecticut Coast YMCA accomplishes its mission. The role requires that the Digital Marketing Associate be committed to delivering high quality results, building positive relationships, maintaining a safe environment, and fostering a healthy community for all.

- Members, Participants, and Staff become more informed, confident, and comfortable with the YMCA.
- Marketing efforts are conducted according to the YMCA of the USA standards.
- Marketing embodies the mission and values of the YMCA.
- Positive image of the Central Connecticut Coast YMCA is achieved.

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.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to type, handle or feel; and reach with hands and arms. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. Position requires sitting for extended periods of time and repetitive data entry.

Work Environment:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines. At times, employees may be exposed to undesirable working conditions, communicable infectious diseases, and risk of injury from others. All employees are required to follow the preventative health policies of the YMCA at all times. The noise level in the work environment is moderate.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Websites for More Information:

- www.cccymca.org
- www.gnhcc.com
- www.brbc.org

Application Information:

Submit a cover letter, resume, and four references by **February 8, 2019** to Donna Lisitano, Marketing and Communications Director dlisitano@cccymca.org