



NORTH PENN YMCA POSITION DESCRIPTION

POSITION TITLE: Marketing Communications Associate

SUPERVISOR: Director of Marketing

GENERAL FUNCTION: The Marketing Communications Associate is responsible for assisting with marketing. Duties include, but are not limited to, the productions of printed and digital marketing and communication materials, maintenance of digital communication mediums including social media and the website. This position may involve early morning, evening and weekend responsibilities this job is performed to standard when all work is completed accurately and on time, with minimal supervision.

Maximum hours weekly: 25

QUALIFICATIONS

- Minimum of 2 years college in marketing and/or communications field, with minimum of three years of experience
- Proficient in Microsoft Office, including Word, Excel and Publisher
- Strong attention to detail, organizational skill, willingness to learn, strong team player and flexibility to do whatever it takes to meet deadlines and get the job done.
- Effective communication; written, oral and through presentations
- Must have strong collaborative work ethic
- Ability to multitask
- Must be familiar with online communication and social networking tools
- Ability to interact with people of all ethnic backgrounds, ages, and lifestyles

RESPONSIBILITIES

- Serve as liaison with designated staff to collect information for use in a variety of communication avenues, including website, Facebook page, newsletters and the like
- Maintain, update and edit website and social media sites in timely fashion
- Assist in the coordination of fundraising activities and special events
- Produce print and digital communication materials (i.e. flyers, brochures, invitations etc.)
- Provide administrative support
- Perform any other functions necessary for the smooth and efficient operation of the North Penn YMCA

WORK ENVIRONMENT REQUIREMENTS

- Ability to perform the following physical activities adequately: data entry, standing, sitting, squatting, walking, climbing or balancing, stooping, bending, kneeling, crouching or crawling
- Ability to function under inside and outside environmental conditions
- Ability to travel locally to visit branch sites, attend meetings and trainings and corporate events
- Ability to lift or carry up to twenty-five (25) pounds
- Ability to perform the following sensory and communicative activities adequately: hearing and seeing; reading, writing, speaking English fluently.

Having read and understood my job description, I agree to fulfill my responsibilities as an employee of the North Penn YMCA, and will carry out my duties promptly in a courteous, polite and cooperative manner.

Effective Date of Employment: _____

Employee's Signature

Date

Branch Executive Signature

Date