



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

KANDIYOHI COUNTY AREA FAMILY YMCA JOB DESCRIPTION

Job Title: **Sales & Marketing Assistant**
FLSA Status: Non-exempt
Reports to: Chief Executive Officer
Leadership Level: Leader

Job Code: XXXX
Job Grade: 10
Revision Date: 8/2022
Primary Function/Department: Membership

POSITION SUMMARY:

This position supports the work of the Y, a leading nonprofit, charitable organization committed to strengthening community through youth development, healthy living and social responsibility. The Marketing Coordinator at KandiyoHi County Area Family YMCA maintains a supportive, positive atmosphere that welcomes and respects all individuals. The Membership Coordinator responds to member and guest needs and promotes memberships and programs.

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

ESSENTIAL FUNCTIONS:

1. Assists Chief Executive Officer with objectives and plan for the marketing and communications area as assigned. Takes appropriate action to ensure that the goals and objectives are met.
2. Develops and produces seasonal program guide and other materials as needed to promote program s and membership in accordance with membership and marketing plans.
3. Promotes program and membership enrollment with existing and potential members. Coordinates program registration with development and production of program information to maximize enrollment in accordance with membership and marketing plan and provides ongoing support to Program Directors on related issues.
4. Maintains updated files of YMCA's produced media materials and submits to Chief Executive Officer in a timely manner.
5. Advocate in the community the charitable nature of the Y; as assigned produces aspects of marketing materials for the fundraising campaign.
6. Assists with planning and coordinating marketing materials for special events.
7. Establishes contacts with media representatives, writes and submits press releases when appropriate and maintains files of YMCA's media relations.
8. Provides and maintains related statistics and reports.

LEADERSHIP COMPETENCIES:

- Communication & Influence
- Engaging Community



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QUALIFICATIONS:

- Associates or Bachelor's degree in related field preferred or equivalent combination of education and experience.
- Previous professional experience in marketing and/or sales preferred.
- Excellent personal computer skills and experience with standard business software.
- CPR/AED and First Aid Certifications required within 30 days of hire.
- Ability to relate effectively to diverse groups of people from all social and economic segments of the community.

WORK ENVIRONMENT & 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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is regularly required to use a computer for extended periods of time and be able to communicate using a computer and phone/smart device.
- The employee frequently is required to sit and reach, and must be able to move around the work environment.
- The employee must occasionally lift and/or move up to 10 pounds.
- Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust.
- The noise level in the work environment is usually moderate.

SIGNATURE:

I have reviewed and understand this job description.

Employee's name

Employee's signature

Today's date: _____