



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

## **KENTUCKY YMCA YOUTH ASSOCIATION**

Job Title: **Marketing and Social Media Coordinator**

Reports to: Senior Program Director

Department: Administrative

FLSA Status: Non-Exempt/Part Time

Revision Date: May 2021

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### **ORGANIZATION DESCRIPTION:**

The Kentucky YMCA Youth Association develops engaged citizens and servant leaders inspired to affect change in their school, community, Commonwealth, nation and world. Through experiential learning, service and community activism, the Kentucky YMCA Youth Association fosters critical thinking, leadership, and social responsibility in teens. Students in our programs build communication skills and confidence while developing a network of meaningful relationships with diverse students from around the Commonwealth.

We are an established, professional and fun non-profit, working to empower teens in KY, our alums and our staff. Our team consists of hardworking and passionate professionals who excel in their career. Each day we strive to create a positive staff culture that allows for all employees to share their ideas, have fun, collaborate with others, work in a team and individually, plan their own schedules, and be creative. We are a Y for all and recognize strength in diversity.

### **POSITION SUMMARY:**

The Marketing and Social Media Coordinator works to support the programs of the Kentucky YMCA through work with the Program, Development and Regional Directors, under the supervision of the Senior Program Director. Marketing and social media is critical to the success of the KY YMCA programs. This position is responsible for creating social media content, capturing and telling stories, designing brochures and marketing materials, and maintaining and building our brand to build relationships with donors, students, teachers and alums. This position also is responsible for creating a year long marketing calendar and strategy that can assist all departments with sharing exciting content and messaging.

Additionally, this position is responsible for working with digital content to create and edit enticing videos and marketing materials.

This is a part time position with a maximum of 16 hours a week.

### **ESSENTIAL FUNCTIONS:**

1. Responsible for creating a communication and marketing strategy for all KY YMCA programs, special events, holidays, etc.
2. Maintains and creates content for all social media platforms including but not limited to Twitter, Instagram, Facebook, TikTok.
3. Creates innovative and creative content for social media, brochures and other marketing means that can reach various audiences.

**The Y: We're for youth development, healthy living, and social responsibility.**

## KY YMCA JOB DESCRIPTION FOR MARKETING AND SOCIAL MEDIA COORDINATOR

4. This position must be able to utilize and adapt to YMCA brand standards to create graphics, brochures, and other materials in line with Y branding.
5. Graphic design is necessary to create content and images for brochures and social media.
6. Responsible for capturing data around social media usage.
7. This position is responsible for video editing and creation in order to market KY YMCA programs and to tell the stories of our students, alums and teachers.
8. Must have an ability to stay organized with social media and marketing requests from staff members.
9. Must be detail-oriented and organized, since this position may work on many projects at once.
10. Ability to stay organized with receipts and expenses.
11. Responsible for brainstorming ideas with multiple departments.
12. Organizational and time management skills are necessary.
13. This position may require small amounts of travel to Kentucky YMCA conference facility locations, and other venues throughout the state of Kentucky to video and capture impact stories for marketing purposes.
14. Other marketing duties as assigned.

### **QUALIFICATIONS:**

1. The KY YMCA is committed to a diverse workplace and is seeking a diverse pool of qualified candidates.
2. Must be two years out of high school or twenty years old.
3. Related professional experience.
4. One year or more experience in social media design.
5. Experience in graphic design.
6. Experience creating brochures and other marketing materials.
7. Must be able to schedule work proactively and independently, while also being able to work with teams.
8. Ability to change priorities as project expands or project needs change.
9. Works as part of a team and demonstrates a high degree of self-initiative and commitment to expand skills and expertise through a variety of methods, including self-study, working/mentoring with colleagues, and both internal and external training.
10. Organizational, detail focused and independent time management skills are necessary for this position.
11. Proficient use of Microsoft Office, particularly Word and Excel.
12. Proficient use of Canva.
13. Ability to communicate clearly to large groups, over phone, and via email.
14. Understanding of the nature and purpose of the YMCA and the respective roles of volunteers and staff.
15. Ability to relate effectively to diverse groups of people from all social and economic segments of the community; track record of building authentic, constructive relationships with others

### **BENEFITS:**

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1. Results oriented, flexible work environment with ability to work remotely.
2. A computer or tablet will be provided for employment.
3. \$15-\$18 per hour with a maximum of sixteen hours a week. Pay based on experience.
4. Fun and energetic team environment.
5. Staff culture focused on professional development, quality results, high impact programs, celebrating staff successes, and happy employees.
6. Qualifying mileage paid at the state rate (when mileage exceeds amount stated in personnel policy). Cannot be used towards travel to and from Frankfort office.

### **YMCA COMPETENCIES:**

*Mission Advancement:* Models and teaches the Y's values of caring, honest, respect, and responsibility. Cultivates and retains the trust of others through direct and honest interaction. Engages community members in a way that builds commitment and loyalty in the work of the Y.

*Collaboration:* Advocates for inclusion and diversity throughout the organization. Appropriately addresses and corrects behaviors and practices that don't support inclusion. Helps build effective teams and community partnerships by fostering a common vision. Manages conflict constructively, with team and community. Assesses team dynamics and takes appropriate actions to engage team in ongoing work. Communicates needs and goals effectively, while demonstrating empathic listening for others. Able to tell the story of the Kentucky YMCA's cause and impact in the community.

*Operational Effectiveness:* Able to analyze, comprehend, and articulate operational goals and strategies of the organization. Able to anticipate likely outcomes and decide best course of action, while balancing risks and implications across multiple projects. Incorporates creative thinking and discussion techniques to meetings and brainstorming. Builds perspective by engaging others in open dialogue. Sets the norm of continuous improvement. Willing and excels in self-management of multiple ongoing projects, and setting clear goals and processes. Holds self and team accountable for high-quality, timely, and cost-effective results.

*Personal Growth:* Has a passion for learning that drives the pursuit of new knowledge and ideas. Listens and observes to gain new insight and continually improve performance. Actively supports and remains accessible to others during times of change or stress (e.g. conference seasons). Manages emotions appropriately and avoids becoming defensive or asserting inappropriate control when under pressure. Approaches others and addresses sensitive issues in a productive and non-threatening manner. Has functional knowledge to complete the job, and uses best practices as a framework to improve performance.