



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## **Marketing and Communications Associate, Full-Time, Framingham**

At the MetroWest YMCA, 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! Competitive pay and benefits! **Pay up to \$25/hour Based upon experience.** Equal Opportunity Employer.

### **Position Summary:**

The MetroWest YMCA is looking for a **full time Marketing and Communications Associate** who is a professional, energetic team member to assist with and lead a variety of marketing initiatives designed to drive program sales, membership, engagement, and donations, and raise general awareness about the MetroWest YMCA. Looking for someone who is eager to learn and become trained in the YMCA brand standards, mission, and operations, and to serve the community. Responsibilities include planning and implementing marketing campaigns, supporting program and development staff with communication and marketing projects, graphic design of various marketing collateral (print and digital), website management, and social media management. This person will be an integral member of the marketing team reporting to the Association Director of Marketing and Membership.

### **Essential Functions:**

- Work with Team Leaders and Multi-branch Leaders (ie Childcare, Membership, Summer Camp, Outdoor Center, Youth and Family, Healthy and Well-being, Sports, Aquatics, etc.) to ascertain needs and plan, produce, and distribute program marketing and advertising materials, in line with an overall strategy under the supervision of the Marketing Director
- Create compelling content including photos, videos, graphics, and short stories to be shared across multiple social media platforms.
- Follow the YMCA brand guidelines and ensure our YMCA is operating within them.
- Serve as an in-house graphic designer - Seven times a year: program guides - online and print, membership campaign collateral. Weekly: electronic signs, social media graphics, marketing emails, website graphics, print flyers, Monthly: electronic events calendar, digital advertising, website banners. Quarterly: print pieces for mailings, etc.
- Work with the Marketing Director to develop and execute a comprehensive social media strategy that engages our diverse audiences. Pitch, develop, and execute a weekly social

media calendar, using best practices in social media engagement (experience with WhatsApp, Facebook, Instagram, TikTok, Twitter, YouTube)

- Learn the Association Management Software in order to assist with e-business optimization and regular reporting to track membership and program KPIs.
- Assist with updating the MetroWest YMCA's website
- Promote and attend YMCA special events, community fairs, fundraisers, and other happenings to capture photos and video.
- Schedule and monitor paid social media promotions
- Monthly, assist the Marketing Director with measuring the effectiveness of various marketing campaigns
- This is not an exhaustive list of job duties. Other duties, responsibilities, and activities may be assigned in projects which relate to our mission.

In addition to providing a resume and cover letter, please be prepared to share graphic design work samples and social media pages/communities.

### **Qualifications:**

1-5 years experience in a nonprofit organization. Excellent graphic design skills with numerous design platforms. Experience with multiple social media platforms and managing social media efforts for a group. Must have past experience with website platforms and video editing. Attention to detail, good humor, emotional intelligence, and accountability are a must.

### **COVID precautions:**

- MetroWest YMCA is having employees and members wear masks (optional if fully vaccinated), practice social distancing, continuous facilities cleaning, encourage frequent hand washing/use of antibacterial sanitizer, and encouraging COVID vaccinations.

Qualified and interested applicants please submit a cover letter and resume to [Employment@metrowestymca.org](mailto:Employment@metrowestymca.org) or apply online.

**[TO APPLY, CLICK HERE TO FILL OUT THE APPLICATION. THEN, SAVE YOUR APPLICATION AND EMAIL IT TO EMPLOYMENT@METROWESTYMCA.ORG](#)**