



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

METROWEST YMCA

May 2023

Marketing and Communications Associate

Come work for a thriving YMCA! We seek an experienced Marketing and Communications professional to join our team and work on initiatives that drive program sales, membership, customer engagement, and financial support. The position will work from the Association Resources office in Ashland and will provide strategic support to multiple lines of business at our Framingham Branch, Outdoor Center in Hopkinton, Education Department, and Association Office. You will be an integral member of the Marketing team and will report to the Association Director of Marketing and Membership. You will be expected to support and lead assigned marketing initiatives for the organization, manage your workload and schedule according to organizational priorities, and partner with the Association Director of Marketing and Membership to identify and act on opportunities to improve performance, process, and measurement. **The annual salary range for this exempt position is \$50,000 - \$55,000, with generous benefits, including a MetroWest YMCA membership and discounted camp and programs! Equal Opportunity Employer. DIRECTIONS TO APPLY: Please email a thoughtful cover letter and your resume with work samples in one attachment if interested!**

Your role will include:

- **Social Media:** Take the lead to streamline, expand, and manage social media activities for the organization
- **MARCOM:** You will produce compelling marketing collateral (copy and art) on a schedule, which includes digital and print advertisements, website landing pages, a monthly e-newsletter, email templates, brochures, program guides, and signs.
- **Creative Services:** You will be the in-house marketing and creative services point of contact for organization-wide creative services requests.
- **Storytelling & Promotions:** You will help execute strategic membership campaigns, new program rollouts, special events, and stories of impact that highlight our mission focus: healthy living, youth development, social responsibility
- **Community engagement:** Represent the YMCA at special events, community fairs, and fundraisers to promote programs and capture photos and video.

About You:

- You are inspired by the YMCA's mission
- You have experience with high-volume workloads and multiple deadlines. You can maintain attention to detail and accountability.
- You have a track record of showing good judgment, prioritization, and project management skills (Asana, Basecamp)
- You have demonstrated the ability to create relationships with coworkers throughout the organization and lead and work as part of a team
- You have strong graphic design skills (Canva, InDesign, Photoshop) and experience producing multiple marketing pieces.
- You have experience managing social media properties (Hubspot, Hootsuite) for an organization and knowledge of best practices for reach and engagement.
- You have experience selling either: membership for an organization, educational or sports programs for youth and families, fitness/health/wellness programs, aquatics, or summer camp.
- You have the ability to learn new technologies and tools (Google Ads, CRM, apps)
- You have 3-5 years of experience working in a nonprofit organization.
- In addition to English, fluency in another language is a plus.

DIRECTIONS TO APPLY: If this sounds like you and you're ready to impact lives, and you would like to learn more about the role, **please send an email with a thoughtful cover letter, resume, and work samples in one attachment** to employment@metrowestymca.org with the subject line "Marketing Associate"

The MetroWest YMCA is a cause-driven charitable organization that helps people build a healthy spirit, mind, and body. We serve the towns of Ashland, Framingham, Holliston, Hopkinton, Natick, Sherborn, Sudbury, Wayland, and beyond. Our work nurtures the potential of every youth and teen, improves the health and well-being of every MetroWest resident, and makes the community stronger.