



METROWEST YMCA

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

Marketing Manager

We seek an experienced Marketing 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. Your work will support multiple lines of business, including summer camp, membership, fitness, aquatics, sports, nutrition, enrichment, special events, outdoor adventure, development, human resources, along with our mission focus, including youth development, food access, water safety, disease prevention, and creating connected communities. You will be an integral member of the marketing team and will report to the Chief Marketing Officer (CMO).

You will be expected to develop and execute strategic marketing campaigns, juggle multiple priorities, support and lead assigned marketing initiatives for the organization, manage projects, and partner with the CMO to identify and act on opportunities to improve performance, process, and measurement. Your role will include:

- **Social Media Management:** Lead an inter-departmental team in mission-driven storytelling and content marketing on all platforms. Streamline, expand, and manage the organization's social media activities.
- **Mission-Driven Storytelling:** Capture photos and video, and write compelling copy that tells the Y story of impact - featuring people from our community.
- **Creative Services:** You will help build program communications capacity by providing templates and training to program directors, and you will serve as the in-house marketing and creative services point of contact and project manager for organization-wide creative services requests. You will design and produce compelling marketing collateral on schedule, including digital and print advertisements, website landing pages, a monthly e-newsletter, email templates, brochures, seven annual program guides, and signs, using Canva and InDesign.
- **Website support:** You will learn to update the Drupal CMS to keep the website up to date weekly and monthly.
- **Integrated MARCOM campaign execution:** You will help execute the strategy for program rollouts, special events, and membership campaigns, through advertisements, news articles, emails, print materials, and social media.
- **Community engagement:** You will lead Community Outreach volunteers and represent the YMCA at special events and community fairs.
- **Materials Manager:** You will maintain the inventory of promotional signage, giveaways, and tabling set-up.
- **Metrics:** You will assist the CMO in tracking KPIs on a monthly basis

About You:

- You are inspired by the YMCA's mission
- You have a degree in Marketing, Advertising, Communication, or a related field
- You have strong communication, planning, and organizational skills

- You have experience with high-volume workloads, multiple deadlines, and competing priorities. You can maintain attention to detail and accountability.
- You have a track record of showing good judgment, prioritization, and project management skills (We use Asana.)
- You have demonstrated the ability to build 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 for an organization, and knowledge of best practices for reach and engagement.
- You love to learn new things (technologies, processes, SEO, AEO, AI, etc.)
- You have experience either selling memberships for a similar organization, educational or sports programs for youth and families, fitness/health/wellness programs, aquatics, or summer camp.
- You have 3-5 years of experience working in a nonprofit organization.
- You have the ability to take ownership and self-direct your work. At the same time, you have the ability to learn and assimilate feedback from others.

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 a thoughtful email with your resume and work samples to employment@metrowestymca.org with the subject line "Marketing Manager" or apply through the job posted on Indeed.

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. This is an exempt position with a salary range of \$60-\$70k, and generous benefits, including a YMCA membership and discounted camp and programs.