



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## METROWEST YMCA JOB DESCRIPTION

Job Title: **Marketing & Financial Development Assistant**

FLSA Status: Full-Time Hourly

Reports to: Chief Marketing Officer and Development Director

Location: Ashland, MA

Salary: \$20.00 per hour

Revision date: March 23, 2026

### POSITION SUMMARY:

We seek a Marketing and Financial Development Assistant to join our team and work on initiatives that drive program enrollment, community and member engagement, and donor relationships. This role will split their time between our Marketing and Development teams. The position will work primarily from the Association Resource Office in Ashland, MA, as well as provide onsite support at our Framingham Branch, Outdoor Center in Hopkinton, Education Department sites, summer camp locations, and at community-based events throughout the MetroWest area. This role will need to be able to prioritize, communicate successfully, and effectively support the continued growth and development of the MetroWest YMCA.

### 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:

- **Mission-Driven Storytelling:** Serve as the on-the-ground reporter (embedded with program staff) to capture photos and video, interview members, participants, and donors, and craft multi-media content for web and social media to support mission-driven storytelling.
- **Community and Membership Engagement:** Represent the Y at special and signature events as well as community fairs. Support onsite engagement efforts, including tabling, interacting with attendees, and engaging with members and the community. Support the creation and use of outreach and promotional materials to increase awareness and participation across multiple locations.
- **Event Logistics:** Assist with coordination and execution of partner and donor engagement events such as the Marathon Community Breakfast, Dream Big Gala, and Annual Meeting. Responsibilities include managing event logistics, developing and distributing invitations, coordinating with stakeholders, tracking responses, and supporting all event set-up and breakdown.
- **Data Entry and Reporting:** Record sensitive donor and volunteer information into various systems. Produce acknowledgement letters and invoices for donations. Provide summaries and reports.
- **Materials Management:** Maintains inventory of promotional signage and branded giveaways.

**LEADERSHIP COMPETENCIES:**

- Communication & Influence
- Developing Self & Others
- Inclusion
- Collaboration

**QUALIFICATIONS:**

- You are inspired by the YMCA's mission and have previous experience or wish to gain experience working in a non-profit organization.
- You have a degree in Development, 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 prior experience with event logistics.
- You have strong technology skills (Office 365) and are able to learn new technologies quickly.
- You have the ability to build relationships with coworkers throughout the organization and are able to work as part of a team.
- You have graphic design skills (Canva, InDesign, Photoshop) and experience with database management.
- You have experience with social media (Facebook, LinkedIn, Instagram).
- You love to learn new things (systems, processes, etc.).
- You take ownership of your work and are able to assimilate feedback from others.
- You must have the ability to transport yourself and marketing and development materials.

**ABUSE RISK MANAGEMENT:**

Employees who do not directly supervise youth will:

- Adhere to policies related to boundaries with youth.
- Attend required abuse risk management training.
- Report suspicious and inappropriate behaviors and policy violations.
- Follow mandated abuse reporting requirements.
- Adhere to job specific abuse risk management responsibilities.

**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.
- Employee must be able to bend, stoop, and lift up to 50#. Employee may need to stand for long periods of time.