



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## GREATER HOLYOKE YMCA

Job Title: Marketing & Membership Coordinator  
FLSA Status: Non-Exempt  
Reports to: Membership Sales Lead  
Department: Membership

Date Prepared: June 2024  
Leadership Level: Team Leader

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### Position Summary:

The primary function of the Marketing & Membership Coordinator is to provide leadership to the Member Service Staff to ensure consistent, superior service procedures to maximize member enrollment and program participation. This position is responsible and accountable for membership input, statistics, record keeping, reports and cash handling. This person also assists in the day-to-day marketing & communication strategies. The incumbent must exhibit the core values of caring, honesty, respect, and responsibility in all aspects of their work with the 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 and 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:

- Assist with the overall marketing of the Y including website, social media, membership campaigns, newsletters, developing case statements & staff communications.
- Organizes membership events and community programming at the YMCA and represents the YMCA at community events to promote the YMCA.
- Work collaboratively with Membership Sales Lead in implementing promotions and campaigns to assist with achieving annual programmatic and membership goals.
- Assist in the planning, marketing, and promotion of fundraising events
- Provide tours to perspective members especially during prime-time hours.
- Responsible for the management of Childwatch and Kids Night Out.
- Responsible for volunteer management; recruitment, onboarding and utilization
- Participate in applicable training and conferences to further professional growth.
- Be familiar with the mission statement and core values of the YMCA. Model the core values while working and communicating with other staff members.

- Serves to support staff in all departments as needed.
- Oversee and support various projects/programs as assigned.

### **Qualifications:**

- Associate degree in marketing or related field preferred or equivalent combination of education and experience.
- Experience working with various design software (Adobe, Publisher, Creative Suite, etc.) required
- Previous professional experience in members/customer service.
- Experience in the field of marketing/communication preferred.
- Excellent personal computer skills and experience with standard business software.
- Must have excellent interpersonal, public relations and communications skills, including the ability to make presentations and handle media inquiries.
- Self-starter and must have the ability to manage multiple tasks at one time.
- Experience recruiting and overseeing part time and volunteer leadership.
- Inclusion - works effectively with people of different backgrounds, abilities, opinions, and perceptions
- Strong oral and written communication skills.
- Obtain YMCA Leadership Certificate within 6 months of employment
- Bi-lingual and bi-cultural highly preferred.

### **YMCA Competencies (Multi-Team or Branch Leader):**

Mission Advancement: Reinforces the Y's values within the organization and the community. Effectively communicates the benefits and impact of the YMCA's efforts for all stakeholders. Implements effective systems to develop volunteers at program, fundraising, and policy leadership levels. Secures resources and support for all philanthropic endeavors.

Collaboration: Develops strategies to ensure staff and volunteers reflect the community. Builds and nurtures strategic relationships to enhance support for the YMCA. Serves as a community leader building collaborations based on trust and credibility to advance YMCA mission and goals. Communicates for influence to attain buy-in and support of goals. Provides tools and resources for the development of others.

Operational Effectiveness: Integrates multiple thinking processes to make decisions. Involves members and community in the development of programs and activities. Ensures execution of plans. Institutes sound accounting procedures, investment policies and financial controls. Assigns clear accountability and ensures continuous improvement.

Personal Growth: Fosters a learning environment embracing diverse abilities and approaches. Creates a sense of urgency and positive tension to support change. Anticipates challenges that can sidetrack or derail growth and personal learning. Has the functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.

### **Physical Demands:**

Sufficient strength, agility, and mobility to perform essential functions of position. Job requires standing and walking for long periods of time. Ability to lift boxes and other smaller items as needed.

### **Application**

Please note that all employment offers are contingent on the successful completion of a background check, reference check, and new hire packet. At the Greater

Holyoke YMCA, we are committed to creating a diverse and inclusive workplace where everyone feels welcome, valued, and respected. We believe that diversity of thought, experience, and background is essential to our success. We are an equal opportunity employer and do not discriminate based on race, color, religion, gender, national origin, age, disability, sexual orientation, or any other protected status.

At Greater Holyoke YMCA we believe our staff is our greatest resource. Our mission is to:

- To provide a work environment that enables our staff to be impactful and productive while feeling supported and appreciated.
- To create opportunities for growth and success through guidance and constructive feedback.
- To further advance the YMCA mission through satisfied employees, volunteers, members and participants.
- To make a positive impact on our community!

If you would like to apply to join our team, please email a resume and cover letter to [jchartier@holyokeymca.org](mailto:jchartier@holyokeymca.org) or contact 413-372-1461.