MISSOURI State Alliance of YMCAs

POSITION:    Director of Marketing and Development
ADDRESS:    Remote-Missouri or Kansas preferred
SALARY:    Commensurate with Experience
REPORTS TO:    MSAY CEO
SUPERVISES:    Digital Communications Manager
                Graphic Marketing Manager

The Missouri State Alliance of YMCAs is an equal opportunity employer committed to valuing diversity and practicing inclusion

POSITION DESCRIPTION
Under the direction of the CEO, the Director is responsible for Marketing and Development strategy and support across a continuum of YMCAs and for the Missouri State Alliance (MSAY).

Marketing
The Director will manage multiple social media and marketing programs for YMCAs.

Development
The Director is responsible for the strategic development, improvement of and management of fundraising strategies, annual campaigns and endowment development work with various YMCAs.

MSAY
The Director must work cooperatively with the CEO, the Associate Director, the Director of Government Relations/YAG, as well as local YMCA staff and volunteers, to provide support for various MSAY Initiatives. The Director will perform all duties in a safe and prudent manner while also promoting the YMCA core values of honesty, caring, respect, and responsibility.

GENERAL FUNCTIONS
This position requires a bachelor’s degree and periodic expertise in a variety of complex media and networking formats. The person filling this position must possess strong organization, human relations, and project management skills. Knowledge of youth programming, volunteer training, and office technology is also critical.

The minimum physical requirements of this position include ability to remain in a stationary position 50%, move freely and lift 25-pound boxes or materials to load and unload equipment or materials, manage equipment, and work on computers and travel to events as required.

ESSENTIAL FUNCTIONS

Marketing
1. Provide marketing and communication support and materials for MSAY and local YMCAs.
2. Provided technical expertise and assistance to the MSAY team on YUSA software and systems including Quorum, Salesforce, LINK, etc.
3. Develop association-wide promotional schedule based on marketing plan (Monthly) (Marketing, External Communication)
4. Create brand-compliant marketing and training materials, including, but not limited to, videos, posters, flyers, slides, presentations, agendas, digital displays and traditional media. (Daily) (Marketing, External Communication)
5. Support advocacy through material and messaging design tools and communication.
6. Manage various Y Facebook and Twitter accounts, responding to inquiries and scheduling daily posts/tweets designed to promote Y programs while building advocates and positioning the Y as an expert in focus areas of youth development, healthy living and social responsibility (Daily) (Marketing, External Communication)
7. Update and maintain MSAY website to ensure public has access to timely, accurate information on the complete spectrum of programs and services offered (Weekly) (Marketing, External Communication)
8. Compose occasional messaging/news of departmental programs and events. (External Communication)
9. Track social media metrics to ensure optimal timing and placement of posts (Monthly) (Marketing)
10. Manage Advertising trade accounts and schedule trade advertising (including electronic billboard) in line with Marketing Plan.

**Development**
1. Facilitate collateral development, strategy and implementation of annual campaigns for a variety of YMCAs.
2. Develop communication and campaign strategies to successfully market annual campaign. Executes plans for identifying, cultivating, and soliciting branch annual fund prospects.
3. Establishes systems for timely and appropriate acknowledgements of donor gifts.
4. With CEOs, provides leadership to capital and endowment fundraising programs.
5. Assists CEOs with Recruitment, onboarding and volunteer development strategies and policies.
6. Actively engages boards to advance the Y’s impact. Develops strategies to increase volunteer involvement at all levels of financial development.

**Communications**
1. Oversee the development of innovative communication and public relations strategies, including both traditional and digital, with compelling messages that inspire others to accomplish the mission and cause with maximum impact. Key audiences include donors, media stakeholders, community leaders, organizational partners, and the public. Monitor the achievement of these plans, taking appropriate action to ensure the achievement of goals and objectives.
2. Responsible for production of effective donor communication methods (i.e., newsletter, center announcements/special events, program/staff announcements, and feature participant stories).
3. Establish contacts with media representatives, writes, and submits press releases when appropriate.
4. Facilitate the development and management of YMCA communications calendar, serving as project manager to advance Y initiatives.

**MSAY**
1. Act as and supports CEO as an ambassador for the Y, through effective networking, giving skilled presentations to various community groups, including identifying as well as executing these opportunities.
2. Serve as a liaison for Association events.
3. Writes clearly and concisely, using correct grammar, vocabulary, and appropriate tone for message or audience and speaks in a clear, articulate manner.
4. Identifies and resolves problems to ensure member satisfaction.
5. Maintains a high level of knowledge on all Y programs, services, and policies.
6. Follow all YMCA policies and procedures.
7. All other duties as assigned.

This job description is subject to change at any time.

To apply for this position, please contact Patty Miller at patty@moymca.org.