



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

PENINSULA METROPOLITAN YMCA

Job Title: VP of Marketing and Communications

Branch: Branch Services

Supervisor: CEO

Department: Marketing and Communications

Revision Date: June 2018

FLSA/Job Grade: Exempt, 1192 Points

General Function:

Under the supervision of the CEO and in harmony with the mission and purpose of the established policies and goals of the Peninsula Metropolitan YMCA, the VP of Marketing and Communications will serve as a member of the CEO's Senior Leadership Team, providing strategic leadership in marketing and communications to advance the Y's mission through internal and external communications and marketing. Responsible for the development, oversight, and evaluation of marketing materials, plans, and campaigns to meet operational strategic objectives utilizing member/participant research, market condition, and data to inform/evaluate marketing plans and strategies that increase revenues and mission awareness. Serves as Association spokesperson, working in collaboration with Senior Leadership Team.

Qualifications:

1. Bachelor's Degree in marketing or a related discipline preferred; advanced degree in marketing, communications, or business strategy also preferred.
2. At least 10 years of marketing experience including demonstrated success in building strategic relationships with community leaders and local media and communication/marketing firms.
3. Experience developing high-level marketing and brand strategy in line with the global strategic vision of the Y. This includes brand positioning and awareness.
4. Ability to thrive in a fast paced, results oriented, and collaborative work culture, as well as an interest in advancing the organization's ability to be strategic, innovative, and high performing.
5. Visionary and supportive leadership and staff management skills, with the ability to build, mentor and coach a high-performing team and encourage staff to embrace "big and bold" thinking.
6. Must reside locally.
7. Certification in CPR/First Aid/AED/O2 required within 60 days of hire.
8. Complete and maintain required trainings to include: New Employee Orientation (NEO), Bloodborne Pathogens, Child Abuse Prevention (CAP), and Sexual Harassment.
9. Satisfactory completion of a criminal background check and Child Protective Services check.

Essential Functions:

1. Supports the mission, vision and goals of the YMCA.
2. Promotes a professional work environment through character development by modeling the values of caring, honesty, respect and responsibility.
3. Leads in a manner that advances our cause to strengthen the foundations of community through a focus on youth development, healthy living and social responsibility.
4. Promotes and participates in YMCA fundraising efforts to include Annual Support and United Way Campaigns.
5. Follows mandated child abuse reporting requirements.
6. Develops and directs internal and external Association communications, brand strategies, marketing and public relations strategies and campaigns across multi-faceted platforms to include website, and the digital presence.
7. Leverages consumer insights, understanding of marketplace and competitive dynamics, and other data to inform marketing decision-making and desired outcomes.
8. Fosters an environment of cross-functional collaboration and creative problem solving by developing strong relationships across the organization to achieve Association goals and priorities.
9. Establishes and monitors the communication and marketing department budgets for the YMCA.
10. 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. Provides tools and resources for the development of others. Develops and maintains rapport and familiarity with local media and communications/marketing firms.



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11. Develops internal and external communication plans to ensure staff, members, participants, and the community understand and support the mission of the YMCA.
12. Collaborates with the Director of Association Advancement with financial development collateral materials and messaging.
13. Develops annual operating goals and objectives and plans for the marketing and communications area and insures they are met.
14. Serves as public relations spokesperson for the Association on all media interactions that help promote and impact the Association to include internal and external crisis communications planning, management, training and response.
15. Provides training in marketing and communications. Educates, motivates and provides feedback to individuals related to best practices in marketing and communications.
16. Builds and maintains a high performance culture through effective performance management, communication and coaching of staff.

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.

Supervisory Responsibilities:

Carry out supervisory responsibilities in accordance with the YMCA's policies and applicable laws.

1. Responsibilities include assisting in interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.
2. Build positive relationships with other Association staff members; share information with appropriate associates; cooperate with others in the Association.

Skills and Ability Requirements:

1. Ability to read, analyze and interpret documents.
2. Ability to respond effectively to inquiries or complaints.
3. Ability to apply mathematical concepts to practical situations.
4. Must be able to apply mathematical operations to such tasks as budget preparation and program planning.
5. Ability to reason and define difficult problems with limited direction as to means and results.



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6. Ability to meet the physical demands of this position, which include mobility for travel to conferences, touring facilities, properties and participating in promotional and special events sponsored by the Association.

Effect on End Results:

1. The Association membership and retention growth goals are met or exceeded each year.
2. A high degree of member satisfaction is achieved as measured by Net Promoters.
3. A positive image of the YMCA is portrayed to members, staff, volunteers and the community.
4. A pleasant and comfortable working environment is maintained for all staff.
5. Relationships are strengthened through intentional interactions.
6. Communities will recognize the YMCA as the leading provider for Youth Development, Healthy Living, and Social Responsibility.

This job description is not intended to be all-inclusive. It is understood that the employee will also perform other reasonably related business duties if requested by the supervisor. Job descriptions are reviewed periodically and may be revised if deemed necessary. This job description is not a written or implied contract.

I have reviewed and understand this job description.

Print Name

Employee's Signature

Date

Supervisor's Signature

Date