

YMCA OF THE PIKES PEAK REGION
APRIL 2016

POSITION: Digital Marketing Communications Director

Job Code: AO 0420

POSITION DESCRIPTION:

The Marketing & Development Team at the YMCA of the Pikes Peak Region is looking for an outgoing team member to join us at our Association Offices in downtown Colorado Springs as the Digital Marketing Communications Director. This individual will help support in all production and project management tasks, and related functions involving electronic marketing strategies, internal and external stakeholders support, media relations, advertising, writing and editorial support, vendor/supplier coordination and other appropriate routine duties or special projects involving the Marketing Communications department.

MINIMUM CRITERIA FOR CANDIDATES:

- Must be at least 21 years of age
- Bachelor's degree in marketing, journalism, communications or related field with at least one year of non-profit experience
- Proficiency in Microsoft Office Suite and Adobe Creative suite – Photoshop, Illustrator and InDesign
- Must possess superb writing, spelling, grammar and editing skills along with strong attention to detail, creative processes, organizational skills and follow through
- The successful candidate will be a strategic thinker with excellent organizational, written and verbal communication skills, including the ability to multi-task and adhere to internal and external deadlines
- Must be comfortable working with media representatives, organizational and executive level staff and other internal and external audiences
- Candidate should be well versed in operating digital and video cameras along with related editing software
- Strong research skills, familiarity working with content management systems
- Excellent written and verbal and communication skills
- Strong knowledge of and interest in new technology, websites and SEO, social media, marketing and communications
- Ability to handle multiple tasks with strong follow-up skills
- Ability to work independently and as a member of the marketing communications team

KEY FOCUS AREAS:

- Assume lead on organizational digital marketing projects, including content creation for the website, CRM, mobile app and social media channels
- Manage SEO and third party vendors; assist and support annual sales and promotions by optimizing Google ads and traffic to the website; improve the performance of Google paid ads and grant; track and report results of all online campaigns
- Produce high-quality videos and photography for use on digital platforms; oversee video and photo strategy, including but not limited to storyboarding, graphics, coordinating/scheduling photo and video shoots, directing participants and producing assets for marketing distribution
- Work with internal staff and designated partners to write and edit content for multiple communications mediums, use design software to produce innovative, professional and compelling communications pieces
- Monitor all social media and websites for content, reviews and ratings. Share reviews/ratings in a timely manner with appropriate staff members and respond as necessary
- Monitor, train and provide marketing support to social media contributors as needed

- Improve the performance of social media engagement and drive traffic during sales and promotions; Track and target social media followers to ensure successful engagement strategies; and boost the reach of social media channels
- Provide front-line support in managing and monitoring brand messaging and image by ensuring the proper use of corporate logos and brand guidelines
- Serve as traffic manager for agency-wide communications and multi-media projects – including production schedules, project tracking/reporting and task completion.
- Serve as spokesperson for designated media features, support department and staff with media relations and crisis planning
- Gather good news stories from program staff; including photography and videography

SALARY RANGE:

\$36,000- \$42,000 per year plus 12% retirement benefits after eligibility requirements are met

TARGET DATES FOR PROCESS:

Deadline for resumes.....(05/05/2016)
 Interviews anticipated.....(05/09/2016)
 Decision anticipated by.....(05/16/2016)
 Position start date.....(asap)

To apply, please visit our website at www.ppymca.org/careers/job-openings .

For additional information on this job posting, please contact Kylie Aldaz, Director of Talent Management, at kaldaz@ppymca.org or 719.329.7219.