



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## YMCA of Greater Kalamazoo Job Description

Job Title: **Marketing and Graphic Design Specialist**

Status: Full Time/Hourly

Pay Rate: **\$18.50 - \$20.00/hour**

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**POSITION SUMMARY:** Reports and works with the Marketing, Communications and Member Engagement Director to support the Association's marketing needs, including, but not limited to, print, digital, and social media tactics.

**OUR CULTURE:** At the Y, we strive to live our cause of strengthening communities with purpose and intentionality every day through our core values of Caring, Honesty, Respect, and Responsibility.

**We are welcoming:** we are open for all. **We are genuine:** we value you and embrace 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 fullest potential. **We are determined:** above all else, we are on a relentless quest to make our community stronger, beginning with you.

### ESSENTIAL FUNCTIONS:

- Assist in creating and publishing dynamic content on Y's digital channels.
- Maintain and update the Y's website content.
- Monitor all assets to make them consistent with the organization's style and branding guides.
- Coordinate and produce Y's program guide.
- Coordinate and produce weekly member and participant e-newsletters.
- Produce graphic elements in accordance with corporate graphic standards.
- Manage signage program.
- Support the development of Annual Report, brochures, fliers, and other promotional tactics.

### QUALIFICATIONS AND REQUIREMENTS:

- Bachelor's degree in Public Relations, Journalism, Communications, or Marketing is preferred, though an equivalent combination of education, training, and experience will be considered.
- Experience in graphic production.
- Minimum 2 years of professional experience in public relations, communications, or marketing.
- Outstanding writing, editing, and proofing skills.
- Proficiency with graphic design software and basic understanding of good graphic design.

- Skilled in organizational and work-flow management with the ability to prioritize multiple overlapping projects and changing priorities.
- Ability to work effectively as part of a team.
- Must be able to work 35/40 hour per week minimum.
- Must pass on-site writing exercise at the time of interview.

**WORK ENVIRONMENT & PHYSICAL DEMANDS:**

- Must be able to sit in a desk/chair environment for full day.
- Lift boxes up to 50 pounds.

***For more information or to apply, contact Kristen in Human Resources at [klovely@kzooyca.org](mailto:klovely@kzooyca.org).***