

eliminating racism empowering women

ywca job description

YWCA of Kalamazoo
353 E. Michigan Ave.
Kalamazoo, MI 49007

T: 269-345-5595
F: 269-345-8230
hr@ywcakalamazoo.org
www.ywcakalamazoo.org

Position: Director of Marketing and Communications

Department: Mission Impact

Supervisor: Senior Director of Social Justice and Advocacy

Compensation Range: \$65,000 annually

FLSA Status: Exempt, Fulltime

Hours of Work: Monday - Friday; Business Hours & Evenings. Occasional Weekends.

Application Deadline: Rolling basis; Please send resume and cover letter to
hr@ywcakalamazoo.org

MISSION STATEMENT:

Eliminate racism, empower women, and promote peace, justice, freedom and dignity for all.

PRIMARY FUNCTION:

The Director of Marketing and Communication will provide leadership and strategic oversight in managing YWCA Kalamazoo Marketing Strategies through a racial and gender equity lens. The Director of Marketing and Communications will supervise the Public Relations Coordinator and ensure that narrative change and storytelling align with YWCA Kalamazoo's broader marketing strategy. These efforts are but are not limited to deliberate planning, goal setting, and the development of brand identity, awareness, and online reputation for the entire agency. The Marketing & Innovation Lead will leverage their experience with digital campaigns, website development, and social media for content and reputation management that scales impact and outreach, with an anti- racist analysis.

The successful candidate is a creative individual that is highly motivated and ready to deliver innovative content that is cutting edge. The candidate must have an analysis of racial and gender equity and the importance of representation and truth-telling in media. Additionally, they have an accomplished record of supervision, content development, evaluation, and project/event management.

QUALIFICATIONS:

1. Bachelor's degree in communications, marketing, public relations or similar field. Master's degree preferred.
2. Three years of professional experience, preferably in marketing, public relations and event management, through a racial and gender equity lens.
3. Eagerness to elevate their professional experience in creating innovative and cutting edge content.
4. Ability to plan and coordinate special events programming.

5. Proficient in Microsoft Office, Google docs, desktop publishing tools, website platforms (WordPress preferred), Mail chimp, Adobe Creative Cloud software and other electronic platforms.
6. Demonstrated ability to facilitate complex relationships.
7. Demonstrated skill to handle multiple marketing needs of the agency, at any given time.
8. Familiarity with videography and production preferred.
9. Must have strong grammar and communication skills, both written and verbal.

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required.

RESPONSIBILITIES:

Social Media:

1. Proactively monitor social media trends and daily news to respond to national/local events and conversation.
2. Post to social media regularly (Facebook, Twitter, Instagram)
3. Engage social media audience by interacting on posts and with followers.
4. Leverage ads to promote content and increase audience reach.
5. Be available outside of traditional work hours to react in real-time to current events.
6. Have solid knowledge of search engine optimization (SEO), keyword research and Google Analytics.
7. Keep current on new innovations and tools available across social media platforms.
8. Stay informed of new digital marketing trends.

Website

1. Develop and update website content as appropriate and with input from leadership and program staff.
2. Work with team members and others to create and deliver organizational messaging.

Content and Design

1. Work in collaboration with leadership and program staff to create and design brochures, flyers, annual report and other marketing materials that reflect the YWCA's mission and our role in the community.
2. Enforce organizational brand (logo, colors, etc.).
3. Oversee outside and contracted vendors for graphic design, printing, or other projects.
4. Maintain the inventory of marketing materials for distribution, including reordering when needed.
5. Oversee the purchase of "swag" marketing materials.
6. Perform other duties as assigned.

Event Management

1. Brainstorming and implementing event plans and concepts.
2. Handling budgeting and invoicing.
3. Liaising and negotiating with vendors.
 - a. 4- Handling logistics i.e. obtaining permits, running technology needs, etc.
4. Updating senior management.
5. Managing branding and communication.
6. Developing event feedback surveys.
7. Handling post-event reports.

WORKING CONDITIONS AND ESSENTIAL FUNCTIONS:

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TRAINING REQUIREMENTS:

1. Orientation to YWCA Personnel Policies, Mission, Purpose and One Imperative
2. Racial Justice Training
3. Orientation to Domestic Violence, Sexual Assault, Confidentiality, Mandatory Reporting
4. Other appropriate training and in-service which will occur during employment

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Equal Opportunity Employer

ACKNOWLEDGEMENT

I have read the foregoing job description and understand the responsibilities of the job. I agree that I am able to perform the essential duties of this position.

Employee Signature: _____ **Date:** _____

Supervisor Signature: _____ **Date:** _____

Vice President Signature: _____ **Date:** _____

CEO Signature: _____ **Date:** _____

HR Signature: _____ **Date:** _____

Last Revised On: June 2022

