



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## YMCA of Greater Kalamazoo Job Description

**Job Title:** Part-Time Program Services Marketing Assistant

**Pay Rate:** Starting at \$17.50 – 19.00 per hour

**Program Hours:** 15-20 hours per week, with a flexible but consistent schedule

**Primary Location:** Maple YMCA, with some work at the Portage YMCA

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### PROFILE:

We seek a **proactive, production-focused content creator** ready to jump in and drive results. The ideal Marketing Assistant is a natural **problem-solver** with strong project management skills who views every challenge as an opportunity to connect people with purpose. If the satisfaction of seeing programs grow because of your marketing efforts fuels your work, you belong here. You'll put your promotional skills to use daily to make a direct, positive impact on our community.

### POSITION SUMMARY

The YMCA of Greater Kalamazoo is seeking a creative and driven **Part-Time Marketing Assistant** to help promote our Sports and Programs offerings. This role will support promotional efforts focused to increase participation in our Youth Development, Health & Wellness, and Sports programs various tactics including digital presence. The Marketing Assistant will create compelling content for social media and digital platforms, executing email campaigns, and developing on-site promotional materials. This position reports to the Association Director of Marketing, Community Relations. Primary responsibilities will support YMCA **Program Directors** i

### OUR CULTURE

Our mission and core values are brought to life by our culture. At the Y, we strive to live our cause of strengthening communities with purpose and intentionality every day. We are **welcoming**: we are open to all. We are a place where you can belong and become. We are **genuine**: we value you and embrace your 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 full potential. We are **determined**: above all else, we are on a relentless quest to make our community stronger beginning with you.



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## **ESSENTIAL FUNCTIONS**

1. Create compelling and authentic content for social media platforms, including Facebook, Instagram, and TikTok, with the goal of increasing program participation.
2. Help execute digital ad campaigns to promote YMCA programs.
3. Help execute email marketing campaigns.
4. Produce / design and manage on-site signage to promote programs and services.
5. Ensure all marketing materials adhere to strict brand and graphic standards, maintaining the authentic "Y voice."
6. Assist with special projects, including marketing support for our Capital Campaign.
7. Be willing to cover events to capture footage and photography.
8. Handle multiple projects and deadlines with excellent organizational and time-management skills.
9. **Collaborate closely with Program Directors to understand and promote their program needs.**

## **QUALIFICATIONS**

1. One year of experience in advertising or digital media or relevant course work with applied experience.
2. A portfolio of work samples is required for consideration.
3. Proven ability to create engaging, authentic content.
4. A good eye for compelling photography.
5. Strong understanding of social media platforms and best practices.
6. Familiarity with or ability to quickly learn digital marketing software like DAXKO ENGAGE.
7. Working knowledge of Adobe Suite,
8. Excellent written communication skills with an ability to create compelling copy.
9. Embraces emerging AI technology.
10. Must have reliable transportation.
11. A passion for the YMCA's mission and a desire to help our community thrive.

## **WORK ENVIRONMENT & PHYSICAL DEMANDS**



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- Ability to work primarily on-site at the Maple YMCA, and occasionally at the Portage YMCA.
- Requires periods of sitting, standing, and walking.
- Must be able to lift and carry up to 25 pounds for setting up on-site signage and displays.

## **BENEFITS**

- 12% retirement fund
- Ability to open a tax-deferred retirement account
- Flexible hours and schedules
- Reduced fees on YMCA programs
- Free Family Membership