



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA of Greater Kalamazoo Job Description

Job Title: Marketing Specialist

Pay Rate: Starting at \$18 – 20.00 per hour

Full-Time, 40 hours per week, non-salary

Primary Location: Maple YMCA

PROFILE: Creative Production & Brand Execution

We seek a self-driven, **production-focused marketing designer** ready to support our **Membership Acquisition** and **Mission Advancement** efforts.

The ideal candidate is a highly efficient **creative executor** and **impeccable brand guardian** who thrives on high-volume production. This role will help translate our strategic goals into polished, persuasive assets—from compelling digital ads and email graphics to high-impact fundraising collateral and on-site materials. If you are passionate about visual communication, detail-oriented execution, and using your design skills to drive tangible results in both member growth and community giving, you will make a critical impact here.

POSITION SUMMARY

The YMCA of Greater Kalamazoo is seeking a **Marketing and Graphic Design Specialist** to support the Association's comprehensive marketing and communication asset needs, including, but not limited to, print, digital, and social media tactics. The primary focus is to produce high-quality assets to support **Member Acquisition campaigns** and **Mission Advancement (fundraising and events)** initiatives. This full-time, hourly position reports to and works with the Association Director of Marketing, Community Relations, and Member Engagement.

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 through our core values of Caring, Honesty, Respect, and Responsibility.

- **We are welcoming:** We are open for all. We are a place where you can belong and become.
- **We are genuine:** We value you and embrace your individuality.
- **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

The specialist will focus on the design, production, and execution of marketing materials for the entire Association.

- Produce and execute high-quality graphic elements for all media in accordance with corporate graphic standards.
- Coordinate and produce the YMCA's **program guide** and weekly member and participant **e-newsletters**.
- Support the development and production of the **Annual Report**, brochures, flyers, and other promotional tactics for fundraising and program promotion.
- Maintain and update the Y's website content.
- Assist in creating and publishing dynamic content across the Y's digital channels (social media, email, etc.).
- Monitor all assets to ensure consistency with the organization's style and branding guides.
- Manage the Association's on-site signage program, including design, production, and installation.

QUALIFICATIONS AND REQUIREMENTS

- Minimum **2 years of professional experience** in public relations, communications, or marketing.
- Proven experience in **graphic production**.
- Proficiency with graphic design software (Adobe Creative Suite, etc.) and a basic understanding of good graphic design.
- Outstanding writing, editing, and proofing skills, with the ability to create compelling, brand-aligned copy.
- 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.
- Bachelor's degree in Public Relations, Journalism, Communications, or Marketing is preferred, though an equivalent combination of education, training, and experience will be considered.



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WORK ENVIRONMENT & PHYSICAL DEMANDS

- This is a full-time position requiring a **minimum of 35-40 hours per week**. The specialist must be available to work additional hours, as needed, to meet project deadlines, support major events, and complete critical organizational efforts (e.g., Annual Campaign, major membership drives) Must be able to sit in a desk/chair environment for a full day.
- Ability to lift boxes up to **25 pounds** (for event and signage setup).

BENEFITS

- 12% retirement fund
- Ability to open a tax-deferred retirement account
- Flexible hours and schedules
- Reduced fees on YMCA programs, including childcare.
- Free YMCA family membership.