



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## DIGITAL COMMUNICATIONS MANAGER

Job Title: **Digital Communications Manager**

Pay types: DIGCOMG10-31

FLSA Status: Non-Exempt

Reports to: VP of Marketing and Communications

Revision Date: 10/31/16

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### POSITION SUMMARY

Responsible for championing the Association's digital engagement initiatives through the daily management of the Y's social media, Web and e-mail marketing efforts ensuring accurate and timely communication with members, donors and community stakeholders. Produces original digital content across a variety of platforms to tell the Y story and articulate the voice and vision of the Association. Also has a supporting role in the planning, editing and writing of marketing communications materials.

### ESSENTIAL FUNCTIONS

1. Work with the Vice President of Marketing and Communications to develop and execute strategic digital engagement campaigns, ensuring consistency, effectiveness and coordination across all new and existing platforms, including the website, email and social media tactics across the Association.
2. Create and design compelling, relevant and timely website and blog content, ensuring user experience is fresh and interactive at all times. Respond to member and community inquiries obtained via digital media sources in a timely and accurate manner.
3. Plan and implement relevant and strategic e-mail content for members, donors and community stakeholders.
4. Plan and implement relevant and timely social media tactics across a variety of platforms, including Facebook, Twitter, Instagram, Pinterest and YouTube. Stay up-to-date on emerging trends and best practices and offer counsel on how to acquire new fans, followers and influencers.
5. Produce original promotional videos, photographs and Y stories to share across a variety of digital platforms, including the Y's website, [www.jolietymca.org](http://www.jolietymca.org), and social media outlets.
6. Contribute copy that is consistent and an accurate reflection of the Y's brand for a variety of marketing materials, including press releases, promotional brochures and advertisements.
7. Demonstrate strong proofreading skills and an understanding of AP style.
8. Serve as an advocate and expert on YMCA graphic standards, adherence and applications.
9. Assist with marketing efforts associated with the Y's special events, as needed.

### YMCA COMPETENCIES (TEAM LEADER)

***Mission Advancement:*** Models and teaches the Y's values. Ensures a high level of service with a commitment to changing lives. Provides volunteers with orientation, training, development, and recognition. Cultivates relationships to support fund-raising.

***Collaboration:*** Champions inclusion activities, strategies, and initiatives. Builds relationships to create small communities. Empathetically listens and communicates for understanding when negotiating and dealing with conflict. Effectively tailors communications to the appropriate audience. Provides staff with feedback, coaching, guidance and support.

Operational Effectiveness: Provides others with frameworks for making decisions. Conducts prototypes to support the launching of programs and activities. Develops plans and manages best practices through engagement of team. Effectively creates and manages budgets. Holds staff accountable for high-quality results using a formal process to measure progress.

Personal Growth: Shares new insights. Facilitates change; models adaptability and an awareness of the impact of change. Utilizes non-threatening methods to address sensitive issues and inappropriate behavior or performance. Has the functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.

**QUALIFICATIONS:**

1. Bachelor's degree in Marketing, Communications, Journalism or equivalent with 2-3 years experience preferred. Preferred candidate will have had previous internship experience.
2. Proficient in standard MS Office business software.
3. Familiarity and proven success utilizing social media outlets for marketing purposes required.
4. Strong organizational skills and ability to manage a variety of projects, work independently, multi-task and meet deadlines.
5. Demonstrated ability to write clear, precise, persuasive and promotional communications.

**I have read and understand this position description and believe I am capable and qualified to handle the position as presented.**

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**Applicants Name (printed)**

\_\_\_\_\_  
**Date**

**Signature:** \_\_\_\_\_