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PIEDMONT FAMILY YMCA JOB DESCRIPTION TEMPLATE

Job Title: **Marketing Coordinator**

Pay Range: **\$45,000-\$55,000**

Status: **FT**

FLSA Status: **Exempt**

Reports to: **Senior Director of Marketing**

Department: **Marketing**

POSITION SUMMARY:

The Marketing Coordinator plays a key role in executing day-to-day marketing functions across the Piedmont Family YMCA Association. This position is responsible for maintaining accurate and up-to-date digital assets (especially the website), capturing and developing content from within YMCA facilities, and supporting broader marketing initiatives through a combination of technical execution and creative collaboration.

This is a hands-on role that requires both time in the field and focused execution at a workstation. The ideal candidate is proactive, detail-oriented, and comfortable taking initiative without constant direction.

What Success Looks Like

- Website content remains accurate, current, and well-maintained without constant oversight
- Content is regularly captured from within YMCA facilities and reflects real experiences
- Marketing opportunities are identified and acted on proactively
- The marketing department operates more efficiently due to this role's contributions

ESSENTIAL FUNCTIONS:

Facility Content & Engagement

- Build relationships with program staff (Membership, Wellness, Youth Development, Aquatics, etc.) to identify marketing opportunities.
- Actively seek out content rather than waiting for assignments.
- Regularly walk YMCA facilities to identify, capture, and elevate stories, programs, and member experiences through photography and video.

Website & Digital Maintenance

- Maintain and update website content including program pages, events, and registrations.
- Ensure all website content is accurate, current, and properly formatted.
- Add and remove time-sensitive content proactively.
- Identify and correct inconsistencies, outdated information, or formatting issues.

Content Development & Execution

- Draft monthly e-newsletters for internal and external audiences.
- Create and adapt content for digital channels, including social media and web.
- Translate marketing messaging into clear, engaging, and on-brand copy.
- Utilize tools such as Canva and AI platforms to assist in content creation and efficiency.
- Collaborate with the Senior Marketing Director to develop and refine content ideas.

Marketing Collaboration

- Work directly with the Senior Marketing Director to prioritize and execute marketing initiatives.
- Contribute ideas and feedback to improve workflows, campaigns, and content output.
- Support the execution of marketing campaigns across multiple departments.

Analytics & Reporting Support

- Assist in gathering and organizing performance data for digital marketing efforts.
- Support reporting and insights to inform future marketing decisions.

Additional Responsibilities

- Participate in association events as needed for content capture and marketing support.
- Assist with other marketing-related projects and operational needs.
- Adhere to YMCA core values of caring, honesty, respect, and responsibility.

LEADERSHIP COMPETENCIES:

Advancing Our Mission & Cause: Engaging Community, Volunteerism, Philanthropy, Change Leadership

Building Relationships: Collaboration, Communication & Influence, Inclusion

Leading Operations: Critical Thinking & Decision Making, Fiscal Management, Functional Expertise, Innovation, Program/Project Management

Developing & Inspiring People: Developing Self & Others, Emotional Maturity

QUALIFICATIONS:

Required

- At least one year of professional experience in marketing, communications, social media, or content coordination.
- Strong attention to detail, especially in formatting and content accuracy.
- Highly proactive with the ability to take initiative without being directed step-by-step.
- Comfortable interacting with staff and members across multiple departments.
- Strong written and verbal communication skills.
- Ability to learn new platforms and systems quickly.
- Ability to manage multiple tasks and shift priorities as needed.

Preferred

- Experience with website content management.
- Experience with Canva or similar design tools.
- Familiarity with AI tools for content generation (ChatGPT, Claude, etc.).
- Basic photography and/or video capture skills.
- At least two years working in social media or digital marketing environments.
- Experience working in a nonprofit or mission-driven organization.

WORK ENVIRONMENT & PHYSICAL DEMANDS:

- This role requires a balance of active, in-person engagement within YMCA facilities and focused desk work.
- Ability to stand, walk or sit for prolonged periods; occasionally stoop/bend. The ideal candidate is not purely desk-based and is expected to move throughout the facility regularly.
- Must be comfortable working independently while maintaining communication with leadership.
- Ability to lift up to 50 pounds.
- The anticipated work week includes possible evening and weekend hours.
- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

SIGNATURE:

I have reviewed and understand this job description.

Employee's name

Employee's signature

Today's date: _____