

Position: Marketing and Communications Manager

Status: Full-time, Non-exempt, 40 hours per week

Salary: \$44,000 - \$53,000 (\$21.15 - \$25.48 per hour)

Reports to: Chief Philanthropy Officer

Other: Work will primarily take-place on-site at YWCA Central Carolinas' Park Road campus, with flexibility for ~1 remote work day per week.

About YWCA Central Carolinas:

YWCA Central Carolinas is a nonprofit on a mission to eliminate racism, empower women and promote peace, justice, freedom and dignity for all. We achieve this through a variety of programs, including transitional housing for women and families facing homelessness, youth literacy programs for children from low-income households, racial justice and advocacy initiatives that educate and mobilize our community, and a co-ed fitness center that empowers our neighbors and serves as a portal into our mission.

Position Objectives:

The marketing and communications manager (MCM) leads YWCA's marketing and communications strategy for the organization and all programs, serving as YWCA's primary storyteller. As a member of YWCA's philanthropy team, the MCM approaches all communications through a philanthropic lens, working closely with the philanthropy team to achieve our goal of connecting the broader community with YWCA's mission and programs and to raise the funds necessary to support our programs. The MCM also works closely with the director of fitness and fitness manager, managing all fitness center marketing. This role collaborates across departments.

Duties and Responsibilities:

Leads Marketing and Communications Efforts

- Develops and executes cohesive marketing and communications strategy for the organization and all programs, in line with YWCA's overall objectives as well as unique strategies for individual programs. Ensures racial equity is consistently integrated in YWCA's communications.
- Writes, produces and manages all organizational communications, including digital communications via Constant Contact, press releases, website copy and print communications. Manages relationships with printers and mail houses.
- Serves as YWCA's lead storyteller, interviewing program participants/graduates and crafting stories that celebrate both the individual and organization. Works across departments to identify stories to share.
- Manages all fitness marketing, with director of fitness. Oversees the fitness marketing budget and acts in a fiscally responsible manner.
- Leads the creation and execution of communications plans for events across platforms.
- Leads the creation of sponsorship packages, with the philanthropy manager – institutional giving, and manages the execution of all sponsorship benefits.
- Lifts up YWCA's brand in the community by establishing and ensuring adherence to brand standards and style guidelines across the organization.

Manages Graphic Design, Photography and Event Production

- Creates designed collateral including newsletters, annual reports and event invitations using Canva, Adobe InDesign and Illustrator. Designs graphics for use across digital platforms.
- Serves as in-house photographer for YWCA. Manages outside photographers as needed.
- Manages all audio-visual aspects of YWCA's events, both virtual and in-person.
- Plans and produces videos for organization's marketing and communication needs. Manages live-streaming for YWCA events as-needed.

Manages Website and Public Relations

- Leads the media relations for the organization, including proactive pitching of stories, media coordination, placement strategy and measurement of results.

- Effectively manages YWCA's website (Wordpress), handling content, functionality and SEO. Manages relationships with external partners to ensure digital marketing strategy success.
- Develops social media strategy and creates content for all social channels including X, LinkedIn, Instagram, YouTube and Facebook.

Supports Fundraising and Philanthropy Team Initiatives

- Supports the planning and implementation of special events, including stewardship and fundraising events as well as racial justice events.
- Assists in donor stewardship and cultivation as needed, including individual donors and corporate sponsors.

Education and Experience:

Bachelor's degree with 3-5 years of relevant experience in nonprofit work preferred. Strong, professional communication skills with the ability to express ideas effectively verbally and in writing. Experienced user of Microsoft Office Suite. Knowledge of Canva, Adobe InDesign and/or Illustrator, Wordpress, and SEO best practices preferred. Demonstrated commitment to racial and gender equity and to the elimination of racism. Demonstrated knowledge of individual, institutional and structural racism. Collaborative approach to work while able to take ownership of tasks. Ability to manage multiple tasks simultaneously while being adaptable to changing work environments, work priorities and organizational needs. Ability to manage a multi-faceted project from start to finish. Highly motivated, self-directed, productive and proactive. Well-organized with exceptional attention to detail. Ability to interact with community members, program participants, staff and donors at all levels with a high level of professionalism, displaying the qualities of the mission and vision of YWCA.

Benefits:

- Medical Insurance
- Dental Insurance
- Vision Insurance
- Life Insurance
- Long-term Disability Insurance
- Short-term Disability Insurance
- Flexible Spending Account/Health Savings Account
- Dependent Flexible Spending Account
- 9 Paid Holidays and 3 Floater Holidays
- 19 days of Paid Time Off (increases in accrual at 2, 5, 7 and 10 years of employment)
- Extended Sick Leave
- Family Leave
- Volunteer Time Off
- 403(b) Retirement
- YWCA Retirement Fund (7% contribution made on your behalf after 2 years of employment)
- Employee Assistance Program
- Free YWCA Fitness Center Employee Membership (discounted family membership available)

Physical Demands:

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 their job.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand; walk; sit and use hands. The employee is occasionally required to reach with hands and arms and stoop, kneel, crouch or crawl. The employee may occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close and distant vision.

Other Information:

Employment with YWCA Central Carolinas is contingent on successfully passing all of our pre-employment screenings, including but not limited to: a drug screening, reference checks, proof of certification (if applicable) and a background check. If applicable to the position, YWCA Central Carolinas employment may be contingent on a candidate meeting driver approval criterion as determined by Motor Vehicle Record background check.

YWCA fully subscribes to the principles of equal employment opportunity and is committed to complying all regulations under the Equal Employment Opportunity Commission (EEOC). YWCA's equal opportunity employment policy reflects our commitment to equality and to promote diversity in the workplace. We designed this policy to ensure fairness in all aspects of employment.



YWCA prohibits unlawful discrimination against applicants, employees, contractors, interns and volunteers on the basis of race, color, religion, creed, national origin or ancestry, age, sex (including pregnancy, gender identity and sexual orientation), physical or mental disability, veteran or military status, genetic information, marital status, reprisal or retaliation for prior civil rights activity or any other legally recognized protected basis under federal, state or local law. All employment decisions are based on qualifications and capabilities to perform the essential functions of the job.

To Apply:

Submit cover letter, resume and YWCA Employment Application Form (available at ywcacentralcarolinas.org/work-with-us/) to hr@ywcacentralcarolinas.org with subject line: Marketing and Communications Manager.