

Camp Manito-wish YMCA, Inc. Job Description

Position Title: Director of Marketing & Recruitment
Job Status: Full-time Exempt
Reports to: Chief Executive Officer

Position Summary

Provides overall direction of all marketing, recruitment, and communication strategies for Camp Manito-wish YMCA. Under the direction of the Chief Executive Officer will create and implement an innovative year round recruitment strategy including marketing, public relations, community events and program outreach. These efforts will lead to increased program participation, staffing, diverse outreach initiatives, brand management, and effective and aesthetically pleasing marketing materials.

Essential Functions

The Director of Marketing & Recruitment performs the following services:

- Develops annual operating goals, objectives and plan for recruitment and Marketing. Monitors the achievement of this plan, taking appropriate action to ensure the goals and objectives are met.
- Hires, trains, evaluates and supervises assigned staff and volunteers.
- Oversee adherence to YMCA Brand guidelines.
- Coordinate social media posting schedules, content, and timelines.
- Collect appropriate photography and videography to support media related goals.
- Develop partnerships with organizations such as universities, military bases, youth serving organizations, and other partnering agencies to recruit diverse staff and campers.
- Prepare annual budget for recruitment & marketing efforts in coordination with the Chief Executive Officer.
- Collaborate across departments to ensure staffing needs are understood and appropriate numbers of candidates are received.
- Develop and update the website for increased effectiveness in coordination with third party vendors when appropriate.
- Deliver on all recruitment & marketing goals as related to the strategic plan.
- Coordinate the planning and execution of all recruitment events and call nights.
- Maintain accurate tracking of recruitment efforts and their successes.
- Travel as necessary to recruitment events.
- Support the coordination community and camp sponsored events as appropriate.
- Develop aesthetically pleasing recruitment materials including but not limited to website development, flyers, newsletters, annual reports, calendars, banners, social media posts, and HTML's.
- Other responsibilities as assigned

Know-How

To perform satisfactorily, the Director of Marketing & Recruitment should bring the following experience or skills to this position:

- Three years or more of relevant Marketing experience
- Knowledge of Camp Manito-wish YMCA programs, philosophies, and objectives
- Ability to communicate effectively through verbal and written mediums
- Ability to manage multiple projects and to work independently
- Ability to develop, promote, execute and evaluate comprehensive communication/marketing efforts
- Knowledge and use of computer applications, graphic design platforms, and social media
- Willingness to work as a team, in close quarters towards a common goal
- Ability to travel to recruit for participants and seasonal staff
- Budget management experience
- Ability to represent the Camp Manito-wish YMCA in a mature and professional manner

Effect on End Results

The effectiveness of the Director of Marketing & Recruitment in the fulfillment of this position will be measured by:

- The degree to which annual growth targets for program areas & staffing prospects are reached
- The degree to which Camp's digital (website, social media, html) presence effectively communicates the Manito-wish Experience
- The degree to which effective partnerships are developed with appropriate agencies
- Annual budget parameters are met
- The degree to which a diverse annual recruitment strategy is created, tracked, and implemented
- The effectiveness of recruitment and marketing materials to stakeholders both internal and external
- The degree to which YMCA brand standards are adhered to