



## YMCA of Greater Vancouver Employment Opportunity

<b>Date Posted:</b>	February 8, 2019
<b>Position Title:</b>	Manager, Marketing & Communications (Fund Development & Special Projects)
<b>Location:</b>	Joyce YMCA, Vancouver, BC
<b>Terms:</b>	Temporary, Part-time
<b>Hours of work:</b>	17.5 hours per week
<b>Salary:</b>	Under review
<b>Start Date:</b>	As soon as possible
<b>End Date:</b>	Anticipated to be March 2020
<b>Reports to:</b>	Director, Marketing & Communications

### About You:

- Are you an energetic marketing and communications professional who wants to build a healthier community?
- Are you passionate about fundraising and its ability to transform lives through charitable, life-enhancing programs?
- Are you a self-starter that is driven to create marketing and communications strategies and successfully execute them?

### About Us:

The YMCA is dedicated to strengthening the foundations of community by helping children and families thrive, promoting healthy living and fostering belonging and connection. As the Lower Mainland's largest operational charity, we are a team of 4,000 staff and volunteers providing vital community services that are having a positive impact on some of the community's most pressing social issues. Central to our success are:

- The **people** who unite behind our mission to help people reach their potential
- The safe and welcoming **places** we provide—from health and fitness facilities to child care centres and camps—that foster a sense of community
- The comprehensive community **programs** that provide the skills, opportunities and confidence people need to achieve their potential

These people, places, and programs come together to create a sense of belonging and a supportive network that have proven time and again to help people achieve their personal goals. For some the impact can be truly transformational and can have an enormous ripple effect on those around them.

We've been a part of the Lower Mainland for more than 130 years—a place where people of every age and background find the support they need to reach their potential. Serving 120,000 people annually, the YMCA of Greater Vancouver provides programs and services in health and fitness, aquatics, child care, camp, employment, education and training, child and family development, immigrant services, global initiatives, youth leadership development and health management. In all things, we align our activities with our values:

- **Do the right thing** - We are caring, respectful, honest and responsible in all we do
- **Put people first** - We believe in the strengths, perspectives and passion of people
- **Keep our promises** -We do what we say we will do
- **Lead by example** -We are courageous, speak with conviction, listen attentively and collaborate

**Nature & Scope:**

The Marketing & Communications Manager supporting the Fund Development team and special projects is an innovative and collaborative individual who is passionate about developing and executing a wide range of marketing and communications strategies in support of the organization's fundraising goals as well as the goals of the organization. The successful candidate will work as a member of the centralized Marketing & Communications team as well as the Fund Development team and other internal stakeholders. As a charity, the YMCA is able to offer life-enhancing programs to people in the Lower Mainland regardless of their ability to pay. Through the support of donations from like-minded individuals, corporations and foundations, the YMCA plays a key role in ensuring that all people have the opportunity to reach their potential. The successful candidate for this role will create and execute marketing and communications strategies that support the following fundraising portfolios:

- *Annual Campaign:* The Annual Campaign raises money each year which goes directly to providing direct financial assistance to people who otherwise would not be able to access YMCA programs.
- *Major Gifts:* Each year, the YMCA identifies targeted initiatives which require funds to be raised so that the program can be offered. Often these programs are much-needed in the community, but are not financially sustainable without the help of targeted fundraising.
- *The YMCA of Greater Vancouver Foundation:* The YMCA of Greater Vancouver Foundation is a separate registered charity that supports the programs and initiatives of the YMCA of Greater Vancouver. This support is made possible thanks to the generosity of individuals who have made a legacy gift to the YMCA and believe in the ensuring a sustainable future for YMCA programs in the Lower Mainland.

The successful candidate for this role will also support the development and execution of select marketing and communications projects that benefit the organization as a whole. Projects could include, but are not limited to, the following examples:

- Marketing and communications research, measurement and analytic reporting
- Brand experience and journey mapping
- Marketing and communications support for capital campaigns
- Proactive media relations
- Maximizing the YMCA's new "Dynamics for Membership" software platform to fulfill marketing objectives

**Major Responsibilities:**

- Develops and implements targeted marketing and communications strategies to support the fundraising objectives of the YMCA's Annual Campaign, Major Gifts strategy and the YMCA of Greater Vancouver Foundation.
- Collaborates with the Fund Development team and various operations teams to develop joint marketing and communications strategies that fulfill overall organizational fundraising initiatives and individual team departmental fundraising objectives.
- Increases awareness of the YMCA as a charity both internally and externally.
- Writes, edits and manages the production of a wide variety of digital and print materials, using design and print contractors.
- Identifies and maximizes cross-promotional opportunities within program marketing, communications and sales.
- Provides brand leadership to ensure brand behaviour, graphic standards and messaging are used consistently across fundraising activities to build the YMCA brand.
- Represents the Fund Development team's strategic priorities to ensure integration with the overall organization's marketing and communications plan.
- Contributes regularly to centralized internal and external marketing and communications platforms to further fundraising activities and build the YMCA brand (website, social media, e-newsletter, team news, etc.)
- Co-develops and executes select strategic projects alongside the Vice President in support of the YMCA's organizational marketing and communications goals.

**Requirements:**

- A degree in marketing, communications or related field
- Minimum of five (5) years of related work experience, developing and executing integrated marketing and communications strategies that produce results
- Experience with marketing and communications in support of fundraising objectives and asset
- Strong oral communication and exemplary writing skills, including copywriting, promotional writing, business writing, web, social media and editing
- Excellent prioritizing skills, with ability to adapt to changing priorities and juggle multiple demands with competing timelines
- Collaborative with a customer-focused, positive attitude and a willingness to learn new skills
- A self-starter with the ability to initiate projects and see them through to completion
- Demonstrated ability to make sound judgments and decisions, and create action plans based on information discovered
- Creative problem solver, with the ability to think outside the box
- Excellent organizational skills with great attention to detail
- Experience producing materials by working with designers and print/production vendors
- Tech savvy with strong proficiency with Microsoft Office
- Experience and skill with Adobe suites an asset
- Successful candidates will be required to provide a current and satisfactory Criminal Reference Check/Vulnerable Sector Search issued no later than six (6) months preceding start date

**Competencies:**

In addition to bringing a commitment to YMCA vision and values, the candidate should possess the following competencies:

**Leading Self**

- Evolve in Professional Capability – Commit to being better
- Achieve Excellence and Authenticity – Show up with the best version of you

**Leading Others**

- Develop the Potential in Others – Help people grow and lead
- Create a Culture of Connection – Build bridges between people and partners

**Leading Mission**

- Think and Act Strategically – Make good decisions and act on them
- Make an Intentional Impact – Advance the strength and cause of the Y

**Application Process:**

**Internal Applicants:** Please apply online through the ADP Workforce Now Career Center.

**External Applicants:** Please apply using the link below:

[https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=2b4cd153-66c2-4524-9a1c-714e9e1780df&jobid=279138&lang=en\\_CA&source=CC3&cclid=19000101\\_000001](https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=2b4cd153-66c2-4524-9a1c-714e9e1780df&jobid=279138&lang=en_CA&source=CC3&cclid=19000101_000001)

**Application Deadline:** 6:00pm on March 3, 2019

*Thank you for your interest and application.*

*Due to the high volume of applications received, only short-listed candidates will be contacted.*



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