



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

JOB DESCRIPTION

Job Title: **Graphic Design and Social Media Specialist**

FLSA Status: Non Exempt Hourly

Status: Part Time

Reports to: Marketing Director

Department: Marketing

Revision Date: 7/2018

POSITION SUMMARY:

This position supports the work of the Y, a leading nonprofit committed to strengthening community through youth development, healthy living and social responsibility. Graphic Design and Social Media Specialist supports the Association's marketing and communication efforts

ESSENTIAL FUNCTIONS:

1. Designs the "look" and layout of all Crossroads YMCA association marketing materials while adhering to Y-USA brand standards.
2. Assists branches in developing and designing branch-specific marketing pieces including flyers, signage and t-shirt design
3. Works with facility staff to encourage and implement the use of the Y look and voice.
4. Continually monitors graphic integrity, consistency, and style of marketing pieces. Assists the Marketing Director with regular internal audits and takes appropriate action to correct improper use of the YMCA logo and branding standards.
5. Manages the Association social media presence on Facebook and Twitter; including daily posts and imagery, promoting and scheduling posts, listening and responding to posts.
6. Monitor and provide training and guidance for branch specific Facebook pages.
7. Assists in designing and maintaining the Association's website.
8. Assists with special events (promoting, taking pictures, etc.).
9. Assists with photography, video shooting and editing as necessary.
10. Receives and protects confidential information.
11. Receives and carries out instructions.
12. Maintains regular and predictable attendance.
13. Performs special projects and other duties as assigned.

YMCA COMPETENCIES (Leader):

Mission Advancement: Accepts and demonstrates the Ys values. Demonstrates a desire to serve others and fulfill community needs. Recruits volunteers and builds effective, supportive working relationships with them. Supports fund-raising.

Collaboration: Works effectively with people of different backgrounds, abilities, opinions, and perceptions. Builds rapport and relates well to others. Seeks first to understand the other person's point of view, and remains calm in challenging situations. Listens for understanding and meaning; speaks and writes effectively. Takes initiative to assist in developing others.

Operational Effectiveness: Makes sound judgments, and transfers learning from one situation to another. Embraces new approaches and discovers ideas to create a better member experience. Establishes goals, clarifies tasks, plans work and actively participates in meetings. Follows budgeting policies and

procedures, and reports all financial irregularities immediately. Strives to meet or exceed goals and deliver a high-value experience for members.

Personal Growth: Pursues self-development that enhances job performance. Demonstrates an openness to change, and seeks opportunities in the change process. Accurately assesses personal feelings, strengths and limitations and how they impact relationships. 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. Certifications required within 30 days of hire: CPR/AED & First Aid and New Employee Orientation. Redwoods trainings required prior to the start of employment.
2. 18 years or older
3. Associate or Bachelor's degree in graphic design; previous design experience preferred
4. Experience with office format printers
5. Expertise in adobe products (acrobat), design software, Microsoft suite (excel, word, publisher)
6. Ability to design documents for internal clients based on set design parameters, graphic design/layout experience preferred

JOB EXPECTATIONS:

All employees are expected to act in a manner in line with the YMCA values and within the confines of the information listed above. Anyone found not acting in these manners will receive disciplinary measures up to and including verbal warnings, documented infractions, and/or termination

WORK ENVIRONMENT & PHYSICAL DEMANDS:

- Ability to perform sedentary physical activity that may include lifting and/or moving up to 50 lbs. and typing.
- This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.
- Ability to sit while maintaining alertness for several hours at a time.
- Position may require bending, leaning, kneeling, and walking.
- Ability to speak concisely and effectively communicate.
- Visual and auditory ability to respond to critical situations and physical ability to act swiftly in an emergency.

SIGNATURE:

I have reviewed and understand this job description.

Employee's name

Employee's signature

Today's date: _____