

**YWCA Charleston**  
Management and General  
Job Description

**JOB TITLE:** Marketing Director

**JOB PURPOSE:** The Marketing Director will be responsible for developing and implementing the marketing and fund development strategies for YWCA Charleston alongside the Development Director. The Director will be responsible for YWCA brand management, utilizing various media forms to promote events benefiting YWCA Charleston's programs, and developmental assistance to achieve fundraising goals.

**ACCOUNTABILITY:** Reports to the Chief Executive Officer

**STATUS:** Exempt

**DUTIES AND RESPONSIBILITIES:**

1. Increase YWCA's visibility in the community, including advancing the YWCA's presence in multimedia applications. Responsible for all written, print, and media communications including press releases, PSAs, advertisements, literature, quarterly newsletters, displays, four websites, and nine social media accounts. Consistently update social media content and monitor engagement.
2. Successfully comply with budgeted goals related to marketing materials including advertising projects.
3. Lead internal team and manage outside vendors to meet strategic goals
4. Act as co-lead staff for seven event and campaign committees. Report fundraising and marketing activities to fund development and communication committees, as well as executive director, finance and other committees as requested
5. Oversee the planning and execution of all eight annual fundraising events
6. Work with Board and program directors to ensure YWCA brand consistency, messaging, viability and logo-visibility across all media channels and in one-on-one encounters
7. Create direct mail appeals and annual giving campaigns
8. Coordinate earned media opportunities w/ Development Director
9. Supervise database management activities with YWCA clerical staff
10. Co-supervise seasonal interns with Development Director
11. Assist Development Director with print material product and inventory; when necessary, design or layout of graphic materials
12. Special projects as requested by CEO, Board, etc.
13. Other duties and projects assigned

**QUALIFICATIONS:**

1. Bachelors degree in marketing, communications or related field
2. Comprehensive computer skills (efficient in Microsoft Excel, Word, etc.)
3. Experience or training in written and oral communication
4. Ability to adapt to a fast-paced environment
5. Excellent attention to detail
6. Strong organizational skills
7. Ability to multi-task

**PHYSICAL DEMANDS/WORKING ENVIRONMENT:**

Regularly required to:

- Remain seated in a normal position for up to half the workday
- Talk & hear; verbally express ideas, information, & instructions
- Have the ability to work around moderate noise
- Climb stairs

Occasionally required to:

- Stand/walk for long periods of time without a break
- Lift, pull, push, or carry up to twenty-five (25) pounds

Rarely required to:

- Stoop, kneel, crouch, or crawl

Updated 9/2021