



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## MARSHFIELD AREA YMCA, INC. Job Description

Job Title: **Marketing & Creative Director**

Class: **Full-time; Exempt**

Job Location: **Marshfield Clinic Health System YMCA**  
410 W McMillan St, Marshfield WI, 54449

Reports to: **Vice President of Mission Advancement**    Salary Range: **\$44,000-\$53,000**

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### WHY JOIN THE YMCA TEAM:

When you work for the YMCA, you're part of a cause-driven organization committed to strengthening community and supporting personal growth. We're proud to offer a comprehensive benefits package that supports your health, well-being, and professional success:

- Comprehensive medical, dental, and vision coverage, plus life insurance and mental health resources
- Complimentary YMCA membership (a \$1,000+ annual value)
- Retirement plan with employer contributions (upon eligibility)
- Generous paid time off and holiday pay
- Professional development through Y-USA's national learning programs
- Discounts on YMCA Child Care (subject to availability)
- Reduced rates for YMCA programs

### POSITION SUMMARY:

As the Marketing & Creative Director, you will lead the development and execution of the organization's marketing, branding, communications and creative strategy to advance the mission of the YMCA. You will manage both strategic marketing initiatives (program promotion, member acquisition/retention, community outreach) and creative functions (brand design, digital content, visual identity, collateral, storytelling). You will collaborate cross-functionally across the organization (program services, branch leadership, development/fundraising, community engagement) and ensure that all marketing and creative output is aligned, effective, and measurable.

### QUALIFICATIONS & SKILLS:

- Minimum 3 years of progressive marketing/communications experience, with at least 2 years in a leadership role. Experience in non-profit, membership, or community-based organizations is a plus.
- Bachelor's degree in marketing, communications, graphic design, or a related field preferred.
- Proven track record in developing and executing successful marketing campaigns across multiple channels (digital/social/print/events).
- Proficiency with marketing tools (CRM systems, email marketing, social media tools) and creative software (Adobe Creative Suite, Canva, or equivalent) required.
- Strong writing, editing, and verbal communications skills.
- Excellent organizational skills and the ability to manage multiple projects and deadlines.
- Commitment to the YMCA's values of caring, honesty, respect and responsibility.

## **KEY RESPONSIBILITIES:**

### **MARKETING STRATEGY & EXECUTION:**

- Develop, implement and oversee the annual marketing plan aligned with organizational goals and budget (e.g., membership growth, program participation, community awareness, fundraising).
- Identify target audiences (members, prospective members, donors, volunteers, community partners) and tailor marketing strategies accordingly.
- Manage multichannel campaigns (digital, social media, email, print, outdoor signage, events/experiential) from concept to execution, including budget forecasting and tracking.
- Monitor marketing performance metrics (e.g., lead generation, membership conversion, retention, event attendance, digital engagement) and adjust strategies accordingly.
- Collaborate with branch/program leadership to ensure marketing supports programmatic goals and community outreach.

### **CREATIVE & BRAND LEADERSHIP**

- Own the visual and narrative brand identity of the YMCA across all touchpoints: digital (website, social, email), print (brochures, flyers, signage), environmental/branch signage, video/photography, and experiential.
- Oversee external agencies/vendors. Establish workflows, schedules, creative briefs, quality standards, brand guidelines.
- Foster a culture of creative innovation: to deliver storytelling and design that resonates with our community, reflects our values, and differentiates the YMCA brand locally.
- Ensure consistency of brand messaging and visual style across all materials and channels.
- Stay current on creative/marketing trends (digital platforms, video content, social storytelling, community engagement) and recommend new approaches.

### **TEAM/RESOURCE MANAGEMENT**

- Manage marketing & creative budgets: planning, forecasting, tracking, and optimizing for efficiency and impact.
- Maintain vendor relationships (design, production, video, digital development) and negotiate contracts as required.
- Coordinate cross-department collaboration: e.g., program services, branch leadership, fundraising, community partnerships, operations, ensuring integrated planning and execution.

### **STAKEHOLDER ENGAGEMENT & COLLABORATION**

- Work with senior leadership and program directors to align marketing/creative strategy with organizational mission, priorities and budget.
- Serve as a brand ambassador internally and externally: fostering a strong YMCA culture, representing the brand in the community, building partnerships with local stakeholders.
- Communicate effectively with volunteers, board members, branch staff, community partners to ensure marketing/creative supports association goals.

## **WORKING CONDITIONS & ENVIRONMENT:**

- Typical office/branch environment; may require off-site events, evening/weekend work for special campaigns or community events.
- Fast-paced environment balancing multiple projects, with both strategic and operational responsibilities.

## **CAUSE-DRIVEN LEADERSHIP COMPETENCIES:**

### YMCA Competencies for Team Leaders

- Relationships: Build trust and positive relationships
- Inclusion: Embrace diverse perspectives
- Innovation: Seek creative ways to enhance the member experience
- Quality Results: Deliver high-value outcomes
- Self-Development: Commit to personal and professional growth

All offers for employment with the Marshfield Area YMCA, Inc. are contingent upon the candidate having successfully completed a criminal background check. We will consider people with criminal histories in a manner consistent with the requirements of applicable local, state, and Federal laws.

The Marshfield Area YMCA, Inc. is an Equal Opportunity Employer committed to valuing diversity and practicing inclusion.

We provide our employees with a robust employee benefits plan that focuses on the mental and physical wellness of our team. We strive to offer a flexible work environment that allows our team members to be productive in both their work and home lives.

We will ensure that individuals with disabilities are provided reasonable accommodation to participate in the job application or interview process, to perform essential job functions, and to receive other benefits and privileges of employment.