

Job Opportunity



Why the Y?

The YMCA of Southwestern Ontario is committed to the development of healthy communities. Our locations, programs and services are designed to help our members and participants grow in spirit, mind and body and are open to people of all backgrounds, beliefs, and abilities.

At the YMCA

you will feel connected to community, when your work positively influences the lives of others in so many ways.

- you will meet new people, while working at one of the most respected human services organizations in the world
- you will expand your knowledge base, where you can flourish in values-based environment.
- you will have career development opportunities where you build a better future for yourself and others.
- you will experience a rewarding job by helping support the building of healthy communities.

The YMCA of Southwestern Ontario is a multi service, non-profit values-based charity that serves Windsor-Essex, Sarnia-Lambton, Chatham-Kent, London, Middlesex-Elgin, Huron-Perth, and Oxford counties. Our services include: Childcare Services, school age programs, camp programs, health and fitness branches, community programs and newcomer services across the region. Our commitment includes a special focus on the region's children and youth and fundraising. From the kids in our camps and those participating in soccer and swimming lessons, to youth who are new to our communities from around the world, the Y is committed to helping our next generation to grow and thrive, as healthy individuals and passionate future leaders.

Y not join the thousands of members, employees and volunteers and share our vision of a healthy community?

As we continue to grow, we have a need for the following position:

Position/Term: Marketing Program Manager

This is a full-time position, reporting to the VP of Marketing + Communications, responsible for the development, execution and measurement of marketing campaign strategies and associated tactical plans.

Location: London

Start Date: January 2022

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Qualifications & Experience:

- BA in business and/or social services or related field (or college diploma)
- Post-secondary education in Marketing or related field
- 3-5 years marketing experience
- 3-5 years experience in developing and executing marketing plans
- 2-3 years experience with Salesforce and Marketing Cloud
- Strong written and verbal communication skills
- Strong presentation and interpersonal skills
- Strong computer skills
- Ability to plan, organize and prioritize work to manage multiple demands and deadlines
- Excellent management skills
- Must provide a current criminal record check as per the Association's policy Proof of accepted COVID vaccination is required

Compensation/Benefits:

- Competitive salary
- A YMCA personal membership at our health and fitness branches
- A discount on our Childcare and Camp programs
- Vacation entitlement in accordance with the human resources policy
- Benefits package

Responsibilities:

- Develop and measure email campaigns via Marketing Cloud (Salesforce)
- Collaborate directly with departmental leaders to support campaign development
- Marketing campaign development + results measurement/reporting
- Provides creative direction to graphic designer
- Responsible for recruitment, onboarding and management of marketing interns (if applicable)
- Increase # of social media followers
- Contribute to monthly management report and deliver positive results within Marcomm KPI dashboard
- Continuously investigate evolving digital trends to determine most effective tools for the Y
- Lead annual research campaigns to determine community sentiment about the Y
- Focus on member/family relation and retention initiatives, increasing YMCA charitable awareness, growing camp participation and childcare registration, supporting development with events marketing
- Expected participation and support with local community events managed by the Association (i.e., annual community gathering, Strong Kids events, etc.)
- Keeps promotional materials ready by coordinating requirements with graphics team; inventorying stock; placing orders; verifying receipt
- Supports Internal Stakeholders (designated categories) by providing relevant data, market trends, forecasts, account analyses, and ROI of marketing campaigns

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- Plans meetings, campaigns and trade shows by identifying, assembling, and coordinating requirements from Internal Stakeholders; establishing contacts; developing schedules and assignments; maintaining a robust and detailed marketing calendar
- Develop Google Ads knowledge and expertise to support execution of Google ad strategy and campaigns
- Develop and manage email marketing campaigns, providing analysis and insights-driven reporting to internal customers
- Manage and develop marketing campaign budgets
- Monitors budgets by comparing and analyzing actual results with plans and forecasts
- Updates job knowledge by participating in educational opportunities; reading trade publications
- Utilize Salesforce to generate reports, create dashboards and measure results
- Producing additional marketing communications, such as flyers, brochures, digital ads and exhibition-related projects
- Manages media/marketing partner relationships effectively to ensure YMCA receives optimal service and competitive pricing
- Develop video assets to be utilized for social ads and internal recognition events

Competencies:

- Commitment to the YMCA Mission, Vision, and Values
- Integrity
- Data Analysis
- Planning & Organizing
- Self Management
- Tech-Savvy

To Apply:

1. Submit resume and cover letter to elyse.sheare@swo.ymca.ca
2. Deadline for application is January 16th, 2022

We thank all applicants for their interest; however only those selected for an interview will be contacted.

The YMCA of Southwestern Ontario is committed to providing a barrier-free environment for all stakeholders including our members/participants, employees, job applicants, suppliers, and any visitors who may enter our premises, access our information, or use our services. As an organization, we respect and uphold the requirements set forth under the Accessibility for Ontarians with Disabilities Act (2005), and its associated standards and regulations.

Want to know more about us, visit us at: <https://www.ymcaswo.ca/>
<https://www.facebook.com/YMCAofSWO/>