

**AFP Charlotte Chapter
Executive Referral Service**

Position Available

Name of Organization: YWCA Central Carolinas

Title of Position: Director of Marketing

Date Position Available: immediately

Position Reports To: Chief Philanthropy Officer

Position is: Full Time: x

Responsibilities:

YWCA Central Carolinas seeks a team-oriented individual as Director of Marketing. Successful candidate must have the ability to work with and across all YWCA departments in order to successfully market YWCA programs. This position is responsible for maintaining the integrity of the image of the YWCA in all public relations and communication initiatives to include publications, press releases, and website. Responsible for planning and oversight of all events and YWCA community functions. Duties include:

- Coordinate special events including annual fundraising luncheon, donor appreciation, donor cultivation activities, awards programs and other events hosted by or for the benefit of the YWCA.
- Represent the YWCA at functions as required including community and government activities.
- Communicate and work with vendors, staff, volunteers and consultants to meet program needs and goals.
- Coordinate and produce a variety of publications, program presentations, special events, and marketing pieces.
- Manage mailing of information, marketing and communication pieces including bulk mail management.
- Write press releases, newsletters, brochures, feature articles, web site articles, and annual report.
- Develop media relationships and placement strategy.
- Layout and graphic design of all of the above publications including electronic communications.
- Manage social marketing strategy.
- Secure corporate sponsors for the annual luncheon.
- Coordinate corporate service or other group volunteer days with other YWCA staff.
- Coordinate other administrative functions as required.
- Perform additional duties as assigned by the Chief Philanthropy Officer.

Qualifications:

Qualifications include Bachelor's degree in Journalism, Public Relations, Communications or equivalent education and/or experience along with a minimum of four years experience in marketing and/or public relations. Proven skills in writing and editing as well as outstanding oral communication skills, attention to accuracy and detail are required. Preferred computer skills

include MS office suite, design experience with Adobe Creative Suite and Joomla web content management system.

Salary Range: high \$30's to low \$40's, commensurate with experience

Application Procedures and Special Instructions:

Send resume and letter of interest to Anita Self, YWCA Central Carolinas, 3420 Park Road, Charlotte NC 28209 or email aself@ywcacentralcarolinas.org

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