



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

COMMUNICATIONS / GRAPHIC DESIGN COORDINATOR

Located in the heart of the beautiful Blue Ridge Mountains of Western North Carolina in Black Mountain on a picturesque 1,200-acre campus, YMCA Blue Ridge Assembly is a non-profit leadership training center. Having hosted our first conference over 100 years ago, we continue to serve a diverse array of groups – churches, schools, colleges, family reunions and youth groups, among others. As a hospitality-focused YMCA, we are committed to delivering exceptional experiences for our 33,000 annual guests while developing team of values-driven leaders.

We are hiring a full-time Communications / Graphic Design Coordinator to lead, coordinate and manage all communications, focusing on driving the Y message and brand in a variety of platforms to advance the association and achieve strategic goals. This position will provide direct oversight and daily management of all communications initiatives and digital media. The Communications/Graphic Design Coordinator will report to the VP of Advancement and work with financial development, programs, social media, video, email and website content, as well as identify opportunities to increase donor engagement and program participation through print and digital tactics of storytelling. The ideal candidate's expertise in graphic design, brand compliance and email marketing software will enhance the impact of the department's overall mission.

QUALIFICATIONS, SKILLS AND APTITUDES

- Bachelor's degree in communication, graphic design or other related field, or 2 years of experience in communication and social media management.
- Must have sufficient knowledge of and experience with Adobe Creative Suite (including Photoshop, InDesign and Illustrator). Familiarity with video editing programs preferred (including Premiere and After Effects).
- Proficiency with Windows systems and working knowledge of Microsoft Office Suite (including Word, Excel and PowerPoint).
- Knowledge of email marketing servers including MailChimp, Constant Contact and Bloomerang preferred.
- Knowledge of website maintenance (WordPress and similar platforms) preferred.
- Ability and willingness to connect with, interview, photograph and film on-site groups to capture stories and photographic material.
- Prior experience with photography and/or social media management preferred.
- Demonstrates successful writing skills and editing experience with a variety of print and digital media.
- Ability to prioritize, handle multiple projects, meet production deadlines and adapt to a fast-paced environment.
- Knowledge of industry trends and Y graphic standards preferred; working knowledge of the print industry.
- Highly organized, creative and adaptable.
- High level of professionalism, initiative, creativity and problem solving.
- Outgoing and engaging personality along with the ability to connect with people from a diverse array of backgrounds.
- Ability to set priorities, learn quickly, multi-task, build relationships and work individually or as part of a team.
- Must be able to work a flexible schedule including evenings and weekends as needed.

RESPONSIBILITIES

- Create bi-monthly email newsletters for multiple internal and external audiences.
- Gather weekly photo and/or video content of visiting groups, and conduct brief on-site interviews for quotes, stories and other promotional usage.
- Maintain correspondence with off-site Asheville-based print agency to order and produce banners, brochures, special events material and other printed materials as needed.
- Work closely with the VP of Advancement to produce the Blue Ridge Voice printed newsletter (March, June, September and December), flyers, printed and digital signage, promotional material and video content.
- Work closely with VP of Advancement to gather YMCA Blue Ridge Assembly mission-oriented stories and use them across various printed and digital channels to enhance the Assembly's position as a philanthropic organization to key constituents, particularly toward our top prospect groups.
- Facebook and Instagram posts 2-4 times a week + Sunday, 4-5 times a week + Sunday in summer/busier season.
- Lead social media planning, implementation and overall brand management and marketing.
- In the summer, responsible for coordinating with dorm staff to gather content for the Ridge Runner staff newsletter.
- Continually check communications email address, Facebook and Instagram messages and correspond as needed.
- Serve as the primary contact for our web developer and work with Guest Services to ensure registration pages are up-to-date, staff page, and all other pages are current.
- Maintain an updated library of graphic resources, photos, news clippings and electronic media.

COMPENSATION AND BENEFITS

- Salary commensurate with job description.
- Health insurance and vacation/sick days provided after 90-day review period.
- Eligible for YMCA Retirement Fund after two years: YMCA Blue Ridge contributes an amount equal to 12% of gross pay to the fund at no cost and without any matching requirement.
- Free family membership to the Y of WNC, after a 90-day review period.

APPLICATION PROCESS

Interested candidates should send their resumes, along with three references, to the Accounting and HR Specialist at bvandorsee@yblueridge.org. You can also apply at the following link: <https://blueridgeassembly.org/employment-application/>