



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

WINONA FAMILY YMCA – JOB DESCRIPTION

Job Title: Marketing & Communications Intern

FLSA Status: Non-Exempt

Job Type: Part-Time, Unpaid

Reports to: Senior Director of Operations

Revision Date: 11/4/24

Y Job Grade: N/A

Summary/Objective

This position supports the work of the Y, a leading nonprofit committed to strengthening community through youth development, healthy living, and social responsibility. The Marketing & Communications Intern will assist with digital marketing, content creation, social media management, and community outreach to support the YMCA's mission and increase awareness of the organization's offerings.

Our Culture

Our mission and core values are brought to life by our culture. In the Y, we strive to live our cause of strengthening communities with purpose and intentionality every day. **We are welcoming:** we are open to all. We are a place where you can belong and become. **We are genuine:** we value you and embrace your individuality. **We are hopeful:** we believe in you and your potential to become a catalyst in the world. **We are nurturing:** we support you in your journey to develop your full potential. **We are determined:** above all else, we are on a relentless quest to make our community stronger beginning with you.

Qualifications

- Must be able to pass a background check
- Current or previous education/experience in Marketing, Communications, Public Relations, Graphic Design, or a related field preferred
- Strong written and verbal communication skills
- Basic knowledge of social media platforms and digital marketing
- Familiarity with design tools (e.g., Canva, Adobe Creative Suite) and email marketing software is a plus
- Ability to work independently and collaboratively in a team environment
- Passion for community-building and a commitment to the YMCA's mission

General Essential Functions

1. Adhere to job safety practices and risk management protocols per the Employee Handbook and Emergency Response Plan, including child abuse prevention standards and mandated abuse reporting requirements, to create and maintain a safe and secure environment for all.
2. Foster an inclusive environment appreciative of differences in the workplace, and support the Y's commitment to equity and diversity.

3. Perform excellent service to all members, staff, volunteers and guests.
4. Perform other related duties as assigned by YMCA staff

Role Specific Functions

1. Assist in creating engaging content for various platforms, including social media, newsletters, website, newspapers, radio, and email campaigns, consistent with YMCA brand guidelines
2. Assist in developing and executing marketing plans for special events and seasonal programs
3. Support outreach efforts by collaborating on community engagement projects and building relationships with local organizations and media outlets
4. Assist with various administrative tasks, projects, and events

Physical Demands

Ability to perform all physical aspects of the position including: walk, stand, bend, reach, lift, use hands to manipulate objects, talk, hear and see. Ability to lift up to 30 pounds. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required for this job. Duties, responsibilities, and activities may change at any time with or without notice.