



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## OPEN POSITION ANNOUNCEMENT

**Position:** Marketing Coordinator

**Locations:** Camp Minikani

**Reports to:** Executive Director — Camp Minikani

**Wage Range:** \$32,000-\$39,000 annually (based on knowledge & experience)

### **Major Responsibilities:**

- Create a camp engagement culture that is focused on relationship building and provides opportunities for all sectors of the Milwaukee Y community to become involved and engaged with camp programs and support.
- Develop, implement and provide leadership to innovative camp communication and social media strategies as well as community events. The communication strategy encompasses: management of the camp websites, social media outlets and camp marketing materials.
- Review camp and group satisfaction surveys regularly to ensure campers, families and guests feel welcome and actively respond to the results. Monitor & strengthen key drivers; camp loyalty, cleanliness, friendliness.
- Establish annual performance objectives related to camp enrollment and retention and best practices for all staff, including demonstrating behaviors that facilitate relationships with and among the camp community.
- Provide leadership to the Camp Marketing Committee of the Minikani board.
- Role model collaborative leadership behaviors between camp program areas and centers and ensure staff demonstrate the same. Serve as a primary connector between camp and the membership centers.
- Identify additional opportunities to move camp strategies forward by engaging outside experts and interns.
- Maintain strong fiscal stewardship through the development and monitoring of the approved annual budget.
- Assist with daily operations of Minikani front office.
- Analyze data and prepare reports from both Raiser's Edge and CampBrain.
- Responsible for other duties and projects as assigned by the Executive Director.
- Supervise summer staff assigned to office.

### **Qualifications:**

- College degree in marketing, business or related field with 3 years related work experience preferred. Experience working with children in a summer camp setting preferred.
- Demonstrated success in producing quality results within tight timeframes, simultaneously managing several projects and facilitating productive group meetings.
- "Role Model" member service behaviors; tactfully resolving conflict, handling confidential information, etc.,
- Proficient knowledge level of member and program business systems of the organization.
- Highly organized and accurate; able to hold others accountable for same level of skill.

- Possess effective and professional written and verbal communication skills.
- Working knowledge of budgeting and forecasting.
- Effectively employ a coaching/counseling approach through formal and informal sessions.
- Skilled in working with Microsoft Office Suite programs is preferred.

**Benefits:**

Excellent benefits include health/dental/life insurance, 12% fully paid retirement plan, free membership and discounted YMCA child care and other programs. The incumbent will exhibit the core values of caring, honesty, respect, and responsibility in all aspects of their work with the YMCA

**Deadline: *November 14, 2018***

**Apply Online: <https://apply.ymcamke.org>**