



Associate Director of Marketing* Frost Valley YMCA Claryville, NY

Overview: Frost Valley YMCA is seeking an Associate Director of Marketing in Claryville, NY.

Associate Director of Marketing will work directly with the Senior Director of Marketing to oversee the Frost Valley YMCA brand, enhance our brand presence, drive engagement, and ultimately help advance our mission. This role will focus on developing and executing integrated marketing strategies that elevate our digital presence, strengthen media relations, and produce high-quality content across multiple channels.

The ideal candidate is creative, detail-oriented, and a strategic thinker with a strong understanding of SEO, copywriting, copy editing, and email marketing. They will also have a working knowledge of media communications and be proficient in basic website maintenance on WordPress.

Responsibilities:

Staffing and Supervision

Responsible for overseeing the Social Media Manager, as well as staffing and recruiting for that position

Collaboration & Strategic Initiatives

Work closely with the Senior Director of Marketing.

Stay informed about the latest trends and best practices in social media marketing.

Engage with cross-functional teams and other stakeholders to foster alignment and enhance overall marketing effectiveness.

Email Marketing

Develop and manage engaging and high-quality email marketing campaigns to engage guests, donors, alumni, and volunteers, overseeing the execution of all email marketing efforts.

Create audience segments, drip campaigns and tailor content to drive open rates, click-throughs, and conversions.

Work with the Social Media Manager and Creative Director to create cohesive cross-platform campaigns spanning social media, email marketing, paid advertising, and organic media.

Monitor and analyze performance metrics to optimize future campaigns.

Coordinate with cross-functional teams to ensure efficient project collaboration, working closely with program Directors and engaging with various staff teams.

Work with Google Ad Grant management to inform content strategies that increase organic and paid search traffic.

Write and optimize blog posts, power pages, and other web content to improve search engine rankings.

Perform other duties as assigned by the Senior Director of Marketing.

Will embrace the Frost Valley character values and the mission of the organization in addition to the undertaking of the Strategic Plan 2025.

Requirements:

Bachelor's degree in marketing, communications, or related field preferred.

2 years of experience

Must be at least 21 years old

Valid driver's license

Reference Check

Skills necessary to perform the job:

Exceptional copywriting and editing skills with a keen eye for detail.

Strong understanding of email marketing platforms and best practices.

Excellent written and verbal communication skills, with the ability to create compelling content tailored to different platforms and audiences.

Strong project management and time management skills

Self-motivated, creative thinking and the ability to generate innovative ideas for marketing campaigns.

Proven experience with SEO strategies and tools (e.g., Google Analytics, SEMrush).

Strong organizational and time-management skills, with the ability to multitask and prioritize tasks effectively.

Experience with a variety of software

Experience with photography, graphic design, video editing tools, and WordPress.

Physical demands:

Able to sit for long periods of time

Noise level may be moderate

Must be able to lift 35 pounds at times

Shift, Salary, and Benefits: This is a full-time position, day shift, \$52,000 to \$55,000 Annually, Benefits include Health Insurance, Dental Insurance, PTO accruals and sick time, and 403(b) Smart Saving account accessible immediately upon hire, company paid Life Insurance and Long-Term Disability.

Apply by email to hr@frostvalley.org,