VACANCY ANNOUNCEMENT
THE TAKODAH YMCA

Position: Marketing Coordinator
Job Type: Full Time
Salary Type: Hourly
FLSA Status: Non-Exempt
Hourly Rate: $24.50
Reports to: Director of Philanthropy and Communications
Work location: Hybrid (three days on site per week with increased on-site presence during the summer season)

The Opportunity

The Takodah YMCA is seeking a creative and organized Marketing Coordinator to help share the Camp Takodah experience with campers, families, alumni donors, and the community. This role supports philanthropy, camper recruitment, events, and community engagement through digital and print communications.

The Marketing Coordinator supports Takodah YMCA's camper recruitment, events, philanthropy, and community engagement by creating clear, engaging communications that share the camp experience and encourage community engagement. This role manages social media content, develops print and digital promotional materials, coordinates emails and mass mailings, and maintains the website. Reporting to the Director of Philanthropy and Communication and working closely with the Camping Service Director and other leadership, the Marketing Coordinator organizes timelines and carries projects from initial request through completion, ensuring materials are accurate, consistent with Takodah's voice and branding, and reflective of its mission and values.

With a 110-year camping legacy, Takodah YMCA is one of New England's premier overnight camps, serving over 1,700 campers each year. Our mission is to develop positive values that enrich the spirit, mind, and body by providing quality programming for all, with an emphasis on youth.

Primary Responsibilities

An ideal candidate is someone who works well in a small team environment. While this position comes with a lot of autonomy, it also requires an individual to collaborate with the team and work towards shared goals. The Marketing Coordinator will manage social media, create print and digital materials, coordinate email communications and mass mailings, and maintain website content to support camper recruitment, philanthropy, events, and community engagement. This role will also work closely with staff to gather content, manage project timelines, and ensure communications are accurate, engaging, and reflective of Takodah YMCA's mission and values.

Requirements

We encourage candidates from a variety of backgrounds and experiences to apply, even if they do not meet every preferred qualification. The ideal candidate will have a bachelor's degree in marketing, communications, or a related field, or equivalent education and experience. Candidates should have strong communication, organizational, and creative skills, with familiarity in social media, content creation, and digital marketing. Experience with Canva, Adobe InDesign, and CRM software is a plus, as is an understanding of overnight summer camp. Candidates must have a valid driver's license and pass a background check that meets YMCA standards.

This is a full-time, benefits-eligible hybrid position requiring three days per week on site (North Swanzey NH and Richmond NH). Additional in-person work may be needed for events and projects with the possibility of increased nights and weekends during the summer season.

Camp Takodah YMCA Facts

The Takodah YMCA has a rich history since its founding in 1913. In 1916, our camp was named Takodah, and we established our motto, "Friendly to All," reflecting our commitment to fostering belonging, achievement, autonomy, and relationships. Many things have changed, but our core values, traditions, and dedication to youth still guide us.

The Takodah YMCA is an equal-opportunity employer. Together, we work to ensure that everyone, regardless of ability, cultural background, ethnicity, faith, gender, gender identity, ideology, income, national origin, race, or sexual orientation, has the opportunity to discover who they are and what they can achieve with dignity.

Benefits: 12% company-paid Y Retirement contribution after eligibility requirements are met, generous paid time off plan, medical and dental insurance with substantial company contribution, Employee Assistance Program, employer-paid long-term disability, employer-paid life insurance, and other benefits per Employee Handbook.

Candidates may email application materials to bethany@takodahymca.org

You will need to submit the following with your application.

- Resume
- Cover letter

Final candidates will be required to provide three professional references.

The first round of interviews will start the beginning of December on a rolling basis.