



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

JOB DESCRIPTION

Job Title: **Communications/Development Intern**

Reports to: Communications/Development Director

Revision Date: April 2014

POSITION SUMMARY:

Builds the community's understanding of the YMCA's cause and impact. Develops and implements effective communication and development strategies.

ESSENTIAL FUNCTIONS:

1. Attend weekly meetings with Communications/Development Director.
2. Gather information needed to update online communication (social media, website and e-blasts), and print materials, including monthly member newsletter.
3. Perform 'quality checks' on publications prior to print dates.
4. Produces and distributes program information necessary to promote assigned programs, in accordance with membership and marketing plans.
5. Establishes contacts with media representatives and writes and submits press releases when appropriate. Maintains updated files of YMCA's media relations (both press and electronic).
6. Establishes contacts with local representatives and serves as a Y advocate. Focused on helping influencing policies and initiatives that help youth develop healthy behaviors, values and life skills; prevent and combat chronic disease; build trust and understanding among community groups and decision makers; and positively impact societal issues of importance to the nation and our community.
7. Develops effective working relationships with service groups, community organizations and companies. Makes presentations about the YMCA.
8. Assist with planning and coordinating special events, including Gus Macker.
9. Develops communication plans to insure members, participants, and the community understand the case for support. May assist with planning and directing the marketing and communication plan.
10. Support overall function of Communications/Development Department, including administrative tasks/projects.
11. Actively participate in designated meetings and training sessions.
12. Other duties or assignments may be added to this position by the Communication/Development Director at any time.

YMCA COMPETENCIES (Team Leader):

Mission Advancement: Models and teaches the Y's values. Ensures a high level of service with a commitment to changing lives. Provides volunteers with orientation, training, development, and recognition. Cultivates relationships to support fund-raising.

Collaboration: Champions inclusion activities, strategies, and initiatives. Builds relationships to create small communities. Empathetically listens and communicates for understanding when negotiating and dealing with conflict. Effectively tailors communications to the appropriate audience. Provides staff with feedback, coaching, guidance and support.

Operational Effectiveness: Provides others with frameworks for making decisions. Conducts prototypes to support the launching of programs and activities. Develops plans and manages best practices through

engagement of team. Effectively creates and manages budgets. Holds staff accountable for high-quality results using a formal process to measure progress.

Personal Growth: Shares new insights. Facilitates change; models adaptability and an awareness of the impact of change. Utilizes non-threatening methods to address sensitive issues and inappropriate behavior or performance. Has the functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.

QUALIFICATIONS:

1. Excellent personal computer skills and experience with standard business software.
2. Must have good interpersonal, public relations and communications skills, including the ability to make presentations and handle media inquiries.
3. Ability to accomplish projects with little supervision.
4. Excellent interpersonal and problem solving skills.