



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Title:

Digital Communications/Marketing Intern

Description:

The Valley of the Sun YMCA is looking for someone who is passionate about the community, youth development, healthy living and social responsibility. This person can be the digital voice for the Y, sharing information and stories with the community via the website, email and social media. The Y is so much more than a place to workout or swim. We want to tell our story. Will you help your non-profit, community YMCA?

Compensation:

This is a volunteer opportunity. The Valley of the Sun YMCA is a non-profit that looks to promote healthy living, youth development and social responsibility in the community. We are interested in finding ways to provide college course credit.

Qualities:

Strong creative, strategic, analytical and organizational skills
Demonstrated successful experience writing and making presentations
Strong oral and written communications skills
Digital, social media, and design experience preferred
Ability to manage multiple projects at a time
Learns brand guidelines and marketing protocol
Understands best practices for external communications frequency
Maintains consistent clear message across multiple platforms

Duties:

- Maintains communication to members and outside world through: Email/constant contact, Newsletter, Branch email, Snail mail, Social media, Branch App, Website, Event photos/video, REACH and other video screens.
- Monitors/updates website branch page.
- Chronicles "Y Stories"
- Escalates PR and customer service issues to branch/Metro office as needed & serves as a communications liaison for messaging.
- Assists in tracking and reporting effectiveness of communications, including email bounce rates, web analytics, & social media insights.

If you are interested in applying for this position please email your unofficial transcript (from <https://my.maricopa.edu/>), resume and cover letter to Cindy Gemberling at cynthia.gemberling@scottsdalecc.edu. For questions please call (480) 423-6384.