

Organization: Duluth Area Family YMCA

Internship: **Member Engagement & Communication**

Reports To: Community Health and Membership Coordinator

Hours: Flexible



The Y: We're for youth development, healthy living, and social responsibility.

Position Summary:

Implements membership strategies that support the recruitment of new members and retention of existing members through engagement activities and plans.

Essential Functions:

1. Community Communication
 - a. Assist in generating and editing (text, images, video, etc.) for the Duluth Area Family YMCA's social channels; primarily for the Downtown Duluth YMCA and YMCA at the Essential Wellness Center.
 - b. Applying the Y brand colors and design concepts through a variety of computer programs.
 - c. Develop, produce, distribute, and promote assigned necessary YMCA information.
2. Membership Development
 - a. Assist in developing a Membership Plan to engage with new members, existing members and recently terminated members.
 - b. Develop surveys to assess member satisfaction, report findings, and develop strategies to ensure member satisfaction.
 - c. Ensure proper implementation of the engagement at the Member Service Desk to make certain the best possible member service is being provided.
 - d. Assists in planning member appreciation activities and events
 - e. Organizes membership events at the Y like but not limited to Member Appreciation Days, Wellness Challenge, and Swim Challenge with a yearly calendar.
 - f. Represents the Y at community events to promote membership, as necessary.

Required Qualifications:

1. Pursuing or receiving a degree in a related field or equivalent combination of education and experience.
2. Strong written, oral, and interpersonal communication skills required.
3. Proactive and highly organized, with strong project management and planning skills.
4. Able to plan and execute and strategy.
4. Self-motivated, able to take initiative and work as part of a team.
5. Personal computer skills and experience with standard business software.

Desired Qualifications:

1. Ability to design flyers and brochures.
2. Passionate about building relationships with people.

Compensation:

Interns do receive a YMCA membership during their internship. They also will receive a great experience working in the non-profit sector with one of the largest non-profit organizations in the nation. Although this internship is unpaid, we will work with you and your school to assist you in receiving college credit. It is the responsibility of the student to determine if academic credit is available through their degree program.

Application Process:

- ☐ YMCA Internship Application
- ☐ Cover Letter
- ☐ Resume
- ☐ Two letters of recommendation

Contact Information:

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Volunteer & Internship Coordinator

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