



Meet the MarComm Team



Stefanie Noble

NO. 1 BOSS!



Title:

Vice President of Marketing and Communication

When did I join the YMCA of Central New York?

March 2013

Contact Info:

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Pronouns:

she/her

What Do I Do

Develop and lead our overall association marketing strategies to drive growth and recognition

Serve as our Y's Brand Advocate to ensure consistency and reinforcement of our association's identity and values

Lead internal and external communication including public and media relations to ensure positive community engagement

Oversee digital platforms including our website and digital channels to maximize our presence

Manage the association marketing budget to ensure we are sharing our message in the most cost-effective and impactful ways

Lead marketing team and serve on the Senior and Association Leadership Teams to ensure effective internal communication and collaboration

Support our Disability Employee Resource Group

Serve on the national CMO/Marketing Leaders Executive Committee and Conference Committee to support collaboration that serves both our Y and all in the movement



Likes



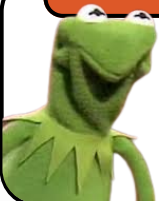
Canoeing, Formula 1, Brutalist architecture, space movies, experimental sound, skiing, all the rhubarb candy, and also gongoozling



What I love about the Y

My favorite part of working at the Y is all of the stories I've heard over the years of people being in impacted in ways both big and small by the work we all do everyday!

Dislikes



When you don't use the MarComm request form
Almond extract
Closed-mindedness

My Goals

Continue to raise our profile in the our community
Continue to work with national colleagues to support our MarComm teams
Continue to improve our internal MarComm processes
Witness Williams win the Constructors' Championship again