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FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## PARKVIEW HUNTINGTON FAMILY YMCA

Job Title: **Director of Development and Marketing**

Job Code: (01)

FLSA Status: Full-Time Exempt

Reports to: CEO

Revision Date: 12/11/2018

### POSITION SUMMARY:

The Director of Development will be responsible for overseeing all aspects of the YMCA annual and capital campaigns, providing strategic leadership in financial and volunteer development to advance the YMCA's mission through annual giving, grants, endowments, capital campaign, special events, and volunteer administration. Provides supervision and guidance to YMCA marketing efforts.

### ESSENTIAL FUNCTIONS:

1. Develops and manages year round financial development plan including all aspects of the annual/capital campaign and related events, major gifts, donor recognition and cultivation.
2. Oversees the coordination and implementation of the Capital Campaign in conjunction with CEO and campaign consultants.
3. Develops strategies to increase volunteer involvement at all levels of fundraising and program involvement.
4. Prepares and coordinates grants from government and foundation sources.
5. Works with program staff to develop and maintain program outcome measurements.
6. Develops systems and manages resources needed to carry out marketing and development plans, and maintains development database system as a resource to track gifts and pledges.
7. Provides supervision and direction for YMCA marketing efforts.
8. Develops and implements communication plans in coordination with YMCA leadership staff to insure members, participants, and the community understand the Y's case for support.
9. Reflect and uphold the mission and core values of the YMCA when dealing with people within the YMCA facilities and in the community.
10. Willingly perform other duties as assigned.

### YMCA COMPETENCIES:

*Mission Advancement:* Reinforces the Y's values within the organization and the community. Effectively communicates the benefits and impact of the YMCA's efforts for all stakeholders. Implements effective systems to develop volunteers at program, fundraising, and policy leadership levels. Secures resources and support for all philanthropic endeavors.

*Collaboration:* Develops strategies to ensure staff and volunteers reflect the community. Builds and nurtures strategic relationships to enhance support for the YMCA. Serves as a community leader building collaborations based on trust and credibility to advance YMCA mission and goals. Communicates for influence to attain buy-in and support of goals. Provides tools and resources for the development of others.

*Personal Growth:* Fosters a learning environment embracing diverse abilities and approaches. Creates a sense of urgency and positive tension to support change. Anticipates challenges that can sidetrack or derail growth and personal learning. Has the functional and technical knowledge and skills to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.

#### **MINIMUM QUALIFICATIONS:**

1. Bachelor's degree in related field preferred or equivalent combination of education and experience.
2. Ability to establish and maintain collaborations with community organizations.
3. Must have good interpersonal, public relations and communications skills, including the ability to make presentations and handle media inquiries.
4. Five or more years of fund development experience with the YMCA or other non-profit that includes work on annual and/or capital campaign as well as special events.
5. Foundation and government grant writing expertise.
6. Effective writing and public speaking skills that support creating interpretive material and working with media to advance understanding of the Y's impact in the community.
7. Ability to relate to top community leaders.

#### **PHYSICAL DEMANDS:**

Possesses sufficient strength, agility and mobility to perform essential functions activities in a wide variety of indoor and outdoor locations.