JOB DESCRIPTION - YMCA OF COASTAL CAROLINA

Job Title: **Director of Development**  
Branch: Metro  
Status: Full Time Exempt  
Department: Admin  
Reports to: Chief Executive Officer  
Revision Date: 10/1/2021  
Hay Points: 767 ($60,000 - $82,500)

**POSITION SUMMARY:**  
Consistent with the Christian mission of the YMCA, the Development Director supports the work of the Y, a leading nonprofit, charitable organization committed to strengthening the community through youth development, healthy living and social responsibility. In partnership with the CEO, this position is responsible for the strategic management of all association fundraising activities. Responsibilities include the setting of annual and multi-year goals, the development and implementation of plans to achieve those goals, and the daily driving of the process that will direct staff and volunteer leaders to activities that contribute to fundraising success, lead and maximize grant revenue and ensure ongoing funding sustainability for the future.

**OUR CULTURE:**  
Our mission and core values are brought to life by our culture. In the Y, we strive to live our cause of strengthening communities with purpose and intentionality every day. **We are welcoming:** we are open to all. We are a place where you can belong and become. **We are genuine:** we value you and embrace your individuality. **We are hopeful:** we believe in you and your potential to become a catalyst in the world. **We are nurturing:** we support you in your journey to develop your full potential. **We are determined:** above all else, we are on a relentless quest to make our community stronger beginning with you.

**ESSENTIAL FUNCTIONS:**

1. Lead association annual campaign, capital development, and endowment programs.
2. Develop and execute a comprehensive fundraising plan, balancing long-term direction and short-term requirements.
3. Act as and supports the CEO as an ambassador for the Y, giving skilled presentations to various community groups, including identifying as well as executing these opportunities.
4. Research identified prospects to ensure effective cultivation and solicitation.
5. Establish a strategic plan for all major gift prospects.
6. Develop and control department budgets related to the position so that resources are devoted to top priorities and strategic objectives.
7. Hire, train, and supervise staff and volunteers in assigned areas. Organizes people and activities for efficiencies and effectiveness.
8. Develop a strong presence in the community through effective networking, planning and execution of communications programs.
9. Assist in the development and marketing of mission programs in the community.
10. Actively engages the board in challenging conversations and decision making to advance the Y’s impact when serving as the primary staff liaison to various committees on the Board of Directors. Develops strategies to increase volunteer involvement at all levels.
11. Establish and achieve monthly contact goals; ensure the same for the CEO.
12. Provide oversight and guidance to any and all special fundraising events.
15. Assist in the implementation and augmenting of branch communications appropriate to donor cultivation and stewardship.
LEADERSHIP COMPETENCIES:
- Communication & Influence
- Philanthropy
- Volunteerism

QUALIFICATIONS:
- Bachelor’s degree or equivalent, with four or more years fundraising experience and special events.
- Understanding of and enthusiasm for the mission of the YMCA.
- Proven experience in cultivating and soliciting leadership level gifts to the annual fund.
- Ability to work independently and within a team environment.
- Familiarity with the principles of annual campaign organization.
- Understanding of database management, gift processing and donor relations.
- Experience in working closely with volunteers and in staffing volunteer committees/events.
- Exceptional writing skills, especially for grant proposals, reports and related fundraising materials.
- Strong oral communication, relationship building and “people skills”.
- Ability to effectively present information and respond to questions from groups of managers, volunteers, senior leaders, and the public.

WORK ENVIRONMENT & PHYSICAL DEMANDS:
- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is regularly required to use a computer for extended periods of time and be able to communicate using a computer and phone/smart device. The employee frequently is required to sit and reach, and must be able to move around the work environment.
- The employee must occasionally lift and/or move up to 10 pounds.
- Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust.
- The noise level in the work environment is usually moderate.

SIGNATURE:
I have reviewed and understand this job description.

__________________________________  __________________________________
Employee’s name                           Employee’s signature

Today’s date: __________________________