



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

YMCA OF GREATER SPARTANBURG JOB DESCRIPTION

Job Title: **VP of Mission Advancement**

FLSA Status: Exempt

Hay Points: 1450

Reports to: CEO

Revision Date: 6/18/2024

Leadership Level: Organizational Leader

Primary Function/Department: Association Office

POSITION SUMMARY:

This position supports the work of the Y, a leading nonprofit, charitable organization committed to strengthening community through youth development, healthy living and social responsibility. The VP of Mission Advancement serves on the CEO's senior leadership team and provides strategic leadership in financial development to advance the YMCA's mission through annual giving, government and foundation grants, endowment bequests and gifts and capital campaigns. The VP of Mission Advancement assists the CEO in developing an actively engaged fundraising volunteer board of directors and positions the Y as a community convener and collaborator to address critical social issues. The VP of Mission Advancement oversees the development and implementation of a comprehensive marketing and public relations plan that effectively communicates and drives the performance of the organization, providing advice and counsel to the Branches and Association regarding brand integrity, public relations, marketing, and special events. This position oversees external and internal digital communications and printed collateral to ensure consistency and professionalism.

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. Develops organizational goals and strategic plans for fundraising, balancing long-term direction and short-term requirements. Develops systems and manages resources, including the financial development budget, needed to carry out the fundraising plans. Develops appropriate fundraising policies and procedures for the Association.
2. Develops processes and is actively involved in identifying, cultivating, and soliciting and stewarding major gift prospects. Maintains database resource files on top community leaders.
3. Directs and coordinates Association capital development, annual campaign, and endowment programs.
4. Prepares and coordinates proposals for grants from government sources and private foundations.
5. Cultivates and maintains strong relationships with donors, sponsors, board members, and other key stakeholders.
6. Actively engages the board in challenging conversations and decision-making to advance the Y's impact when serving as the primary staff liaison to the Financial Development Committee and other assigned committees on the Board of Directors. Develops strategies to increase volunteer involvement at all levels of financial development.
7. Tracks all gifts and pledges by source and purpose and provides reports as needed.
8. Provides training in fundraising. Educates, motivates and provides feedback to individuals related to best practices in the fundraising process.



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9. Utilizes data analytics and performance metrics to assess the effectiveness of fundraising strategies.
10. Creates and implements effective communication strategies with compelling messages that inspire others to accomplish the mission and cause with maximum impact. Develops communication plans to ensure members, participants, and the community understand the case for support.
11. Represents the CEO in the community as needed.
12. Oversees the development and implementation of the association marketing plan in coordination with association, branch, and program leadership.
13. Provides internal strategic consulting with expertise on association-wide marketing and communications activities.
14. Leads marketing efforts and enhances the association's delivery and capacity as a mission-driven organization
15. Oversees the creation of press releases to cultivate media coverage of Y events and programs
16. Oversees all marketing and communications venues, including electronic/digital, web, web media, print, and multi-media in support of advancing the Y's mission and cause and in accordance with brand guidelines
17. Serves as or manages the Association Brand Advocate.
18. Hires and oversees marketing and development staff team.
19. Assumes all other duties as assigned and agreed upon.

LEADERSHIP COMPETENCIES:

- Communication & Influence
- Philanthropy
- Program/Project Management
- Volunteerism

QUALIFICATIONS:

- An undergraduate degree is required, with an advanced degree preferred.
- CFRE, ACFRE or CAP preferred.
- A minimum of 8+ years of experience in development, including a proven track record in transforming an organization's outcomes.
- Experience researching, identifying, nurturing and engaging external partners that align with the organization's objectives is necessary.
- A broad-based development background encompassing public, foundation and corporate grants; major gifts; planned giving; capital development; sponsorships; endowment; and annual funds from diverse sources is required.
- Must possess a demonstrated record of personal success in raising significant gifts (i.e., successful six/seven-figure asks) from individuals, businesses, foundations, corporations and/or the public sector.
- Strong leadership skills, including the ability to inspire and lead a high-performing development and marketing team. Leadership background should include proven ability to manage, motivate and empower a diverse internal team and volunteers, and in coordinating and supporting the fundraising activities of others.
- Ability to relate to top community leaders and diverse groups of people from all social and economic segments of the community.
- Foundation and government grant writing expertise.

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.



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- 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: _____