



METROPOLITAN YMCA OF MISSISSIPPI - JOB DESCRIPTION

Job Title: **Development Director**

FLSA Status: **Exempt**

Status: **Regular Full Time**

Department: **Metro**

Reports to: **CEO**

Revision Date: **11/18/2019**

Leadership Level: **Leader**

General Functions:

The Development Director at the Metropolitan YMCAs of Mississippi reports to the President/CEO, serves on the CEO's senior leadership team, and provides strategic leadership in Financial Development and Marketing to advance the YMCAs mission through annual giving, foundation and government grants, endowment bequests and gifts, special events and capital campaigns. The Development Director is responsible for developing and implementing the Metropolitan YMCAs of Mississippi's fundraising strategies and initiatives and will lead the growth of annual contribution goals established by the Board and the CEO. The incumbent will assist 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.

Qualifications:

- Bachelor's degree in a related field or equivalent; Master's degree preferred.
- YMCA Organizational Leader certification preferred.
- Five or more years of professional experience with a background in fundraising in the YMCA or another non-profit preferred.
- Ability to relate to top community leaders and diverse groups of people from all social and economic segments of the community.
- Three years minimum Marketing and Communications experience.
- Working knowledge of giving and charitable vehicles.
- Ability to create interpretive materials to enable potential donors to understand the YMCA and how they contribute to the achievement of its mission.
- Knowledge of the media and its use in gaining exposure for YMCA events and programs.
- Foundation and government grant writing expertise.
- CFRE (Certified Fund Raising Executive) or equivalent preferred.

Essential Functions:

- Develops organizational fundraising goals in concert with the CEO and drives the fundraising plan, strategy, policies and procedures for the Association.
- Works closely with the CEO and the Board's Financial Development committee to identify new initiatives and opportunities designed to increase the donor base.
- Directs and coordinates association capital development, annual campaign and endowment programs.



- Develops systems and manages resources needed to carry out the fundraising plans. Establishes and monitors the financial development department budget for the YMCA.
- Prepares and coordinates proposals for grants from private foundations and government sources.
- Actively identifies, cultivates, and solicits major gift prospects. Maintains database resource file on top community leaders.
- Oversees the day to day operations of the Financial Development and Marketing Departments.
- Ensures all gifts and pledges are recorded properly by source and purpose.
- Oversees training in fundraising. Educates, motivates and provides feedback to volunteers and staff related to best practices in the fundraising process.
- Develops media strategies and key messaging to enhance the organization's image and reputation as needed.
- Ensures the Metropolitan YMCAs of Mississippi is in compliance with national branding guidelines.
- Develops appropriate fundraising policies and procedures for the association. Acts as clearinghouse for solicitation requests for association and individual branches to reduce duplicate asks from donors.
- Develops communication plans to ensure members, participants, and the community understand the case for support.
- Organizes Impact Tours and related activities for CEO to generate awareness of YMCA mission and areas of impact; provides follow up and plans relationship development strategies for attendees.
- Perform other duties assigned.

Cause-Driven Leadership® Competencies

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

Salary:

\$45,000.00 - \$55,000

SIGNATURE:

I have reviewed and understand this job description.

Employee's name

Employee's signature

Today's date: _____