



eliminating racism  
empowering women  
**ywca**

## MARSHALLTOWN YMCA-YWCA JOB DESCRIPTION

Job Title: Director of Mission Advancement

Primary Function/Department: Administration

FLSA Status: Exempt

Reports to: CEO

### 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.

Under the direction of the CEO, the Director of Mission Advancement provides strategic leadership in financial development and communications to advance the Y's mission through membership, program participation, annual giving, grants, endowment bequests and gifts and capital campaigns. The Director of Mission Advancement builds the community's understanding of the Y's services and impact through development and implementation of effective marketing and communications strategies; positions the Y as a community convener and collaborator to address critical social issues; provides leadership for other programs including lifelong learning.

### 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. Responsible for activities related to the advisory board of the YMCA-YWCA Heritage Club, including but not limited to setting meetings, preparing agendas, overseeing financial preparation, taking minutes and doing various other tasks as required by the committee.
3. Responsible for planning and implementation of the Heritage Club Annual Meeting, working with the Heritage Club Advisory Board.
4. Develops processes and is actively involved in identifying, cultivating and soliciting major gift prospects.
5. Directs and coordinates association annual campaign and endowment programs.
6. Prepares and coordinates proposals for grants from government sources and private foundations.
7. Serves as the primary staff liaison to the Philanthropy Committee and other assigned committees on the Board of Directors. Develops strategies to increase volunteer involvement at all levels of financial development.
8. Tracks all gifts and pledges by source and purpose and provides reports as needed.
9. Provides training in fundraising. Educates, motivates and provides feedback to staff and volunteers related to best practices in the fundraising process.
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. Develops annual operating goals, objectives and plan for the marketing and communications area. Monitors the achievement of this plan, taking appropriate action to ensure that the goals

and objectives are met.

12. Develops, produces and distributes program information necessary to promote assigned programs, in accordance with membership and marketing plans.
13. With CEO, establishes contacts with media representatives and writes and submits press releases when appropriate.
14. Develops, monitors and administers assigned annual budget and maintains a positive fiscal position.
15. Identifies and builds relationships with internal and external partners and key stakeholders, such as service groups, community organizations and companies, to support programs and projects.
16. Provides and maintains related statistics and reports.
17. Educates staff, volunteers and members about the charitable nature of the Y; leads assigned aspects of the fundraising campaign.
18. May plan and coordinate special events.
19. Provides supervision and support to assigned administrative staff.
20. Performs other duties as assigned.

### **QUALIFICATIONS:**

- Bachelor's degree in related field preferred or equivalent combination of education and experience.
- Three or more years of professional experience with a background in fundraising in the Y 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.
- Working knowledge of giving and charitable tools/options.
- Ability to create interpretive materials to enable potential donors to understand the Y and how they contribute to the achievement of its mission.
- Knowledge of the media and its use in gaining exposure for Y events and programs.
- Foundation and government grant writing experience.
- Previous professional experience in membership, marketing and/or sales preferred.
- Excellent personal computer skills and experience with standard business software, website design and social media channels.
- Must have strong interpersonal, public relations and communications skills, including the ability to make presentations.
- YMCA Organizational Leader certification preferred.

### **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 may be required to: climb stairs, bend, stoop, kneel, twist, reach with hands, sit, stand for an extended period of time, climb ladders, walk, shovel snow, plow snow, lift and/or move up to 50 pounds, have finger dexterity, grasp, perform repetitive motions, talk, hear and have visual acuity.
- 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 work is performed both indoors and out, and may require travel to various locations.
- While performing the duties of this job the employee is exposed to weather conditions prevalent at the time.

### **REQUIRED TRAINING/CERTIFICATIONS:**

- Child Abuse Prevention (Meet Sam, Duty to Report, It Happened to Me & Keeping your Y Safe webinars) within 45 days of hire.
- Introduction to the Y's Cause and Culture within 45 days of hire.
- Y's Way to Service & Engagement within 45 days of hire.
- Certifications required within 60 days of hire: CPR, AED and First Aid.