

## Director of Development & Communications

Serves as a member of the Executive Director's senior leadership team, providing strategic leadership in financial development.

Boothbay Region YMCA

Boothbay Harbor, ME

### Job Description

Serves as a member of the Executive Director's senior leadership team, providing strategic leadership in financial development to advance the YMCA's mission through annual giving, targeted fund raising, foundation grants, endowment bequests and gifts and capital campaigns. Working in a team environment, the Director of Development & Communications will provide staff leadership for the implementation of the Y's Fund Development Plan and work to accomplish the goals therein. Responsible for prospect research, cultivation, implement, securing gifts and thank you plans for the annual and capital campaigns and all events associated with the campaigns. Assists the Fund Development Committee and Executive Director in developing an actively engaged fundraising volunteer Board of Trustees, and in positioning the YMCA as a "charity of choice" for the investment of donations within the local community. Develops and implements effective marketing and communication strategies with a focus on donor recruitment, retention, and relationship building. Assists the Executive Director, the Board Chair and assigned executive staff by providing high-level administrative support involving the use of discretion and independent judgment.

### Qualifications

- A Bachelor's degree in Liberal Arts, Communication, Fund Development, Community Organizing or a related field.
- Four or more years of professional experience with a background in fund raising in the YMCA, foundation, or other not-for-profit organization.
- Strong writing skills and ability to communicate effectively.
- Ability to relate to community leaders and diverse groups of people from all social and economic segments of the community.
- Working knowledge of philanthropic and charitable giving methods and processes.
- Demonstrated ability to create interpretive materials that enable potential donors to understand the YMCA and how they can contribute to the achievement of its mission.
- Marketing skill with knowledge of all forms of media, including social, and web-based and its use in gaining exposure for YMCA events and programs.
- Ability to manage multiple projects at once and adjust priorities as requested.

### Essential Functions

1. Directs and coordinates Boothbay Region YMCA campaign, endowment programs and capital development. Works with the Executive Director on the annual fundraising plan.
2. Along with the Executive Director, serves as staff to the Fund Development Committee and other assigned committees of the Board of Trustees.
3. Develops processes and is actively involved in identifying, cultivating, and soliciting major gift prospects. Maintains database resource file on top community leaders and sustained contributors.

4. Prepares and coordinates proposals for grants from private foundations and government sources with support from the appropriate Directors.
5. Develops systems and manages resources needed to carry out the fundraising plans.
6. Reviews and updates appropriate fundraising policies and procedures for the organization.
7. Tracks all gifts and pledges by source and purpose and provides reports as needed.
8. Provides training in fund raising. Educates, motivates and provides feedback to individuals related to best practices in the fundraising process.
9. Develops communication plans to insure members, participants, and the community understand the case for support. May plan and direct the marketing and communication plan; may plan and oversee the association annual meeting, annual reports, newsletters, brochures and reports. Collects examples of YMCA services in community for case statement.
10. Prepares and implements marketing strategies for the Boothbay Region YMCA.
11. Uses discretion and independent judgment in handling confidential and sensitive information.
12. Maintains highly confidential executive, volunteer, and Board files and correspondence.
13. Coordinates arrangements for meetings of various public officials and groups.
14. Maintains computer databases for various reports, committees and mailings.
15. Gathers data, compiles and prepares all national statistical and assigned strategic plan reports.
16. Performs other duties as assigned.

#### Cause-Driven Leadership® Competencies

*Mission Advancement:* Incorporates the Y's mission and values into the organization's vision and strategies. Ensures community engagement; promotes the global nature of the Y. Leads a culture of volunteerism ensuring engagement, inclusion, and ownership. Leads a culture of philanthropy.

*Collaboration:* Advocates for and institutionalizes inclusion and diversity throughout the organization. Initiates the development of relationships with influential leaders to impact and strengthen the community. Is recognized as an inspirational community leader who navigates complex political and social circles with ease. Communicates to engage and inspire people within and outside the YMCA. Ensures that a talent management system is in place and executed effectively.

*Operational Effectiveness:* Possesses penetrating insight and strong strategic and critical thinking skills. Invests resources in well-designed innovation initiatives. Creates a structure to deliver organization-wide results to achieve objectives. Develops and implements stewardship strategies. Determines benchmarks and ensures appropriate leadership to meet objectives.

*Personal Growth:* Creates a learning organization. Effectively drives change by leveraging resources and creating alignment to expand organizational opportunities. Shares authority and demonstrates courage and humility. Has the functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.

#### **HOW TO APPLY:**

Send cover letter and resume to:

Andy Hamblett

Executive Director

[ahamblett@brymca.org](mailto:ahamblett@brymca.org)