



FREMONT FAMILY YMCA JOB DESCRIPTION

Job Title: **Senior Director of Development**

FLSA Status: Exempt

Reports to: Chief Executive Officer (CEO)

POSITION SUMMARY:

This position supports the work of the Fremont Family YMCA, a leading nonprofit, charitable organization committed to strengthening the community through youth development, healthy living, and social responsibility. The Senior Director of Development (DD) at Fremont Family YMCA (FFY) serves on the CEO's senior leadership team and provides strategic leadership in fund development to advance FFY's mission through annual giving, government and foundation grants, endowment bequests and gifts to capital campaigns. The DD assists the CEO in developing an actively engaged volunteer board of directors and positions the FFY as a community convener and collaborator to address critical issues and needs.

ESSENTIAL FUNCTIONS:

1. Design and implement a comprehensive Development Funding Plan annually which maintains the fiscal health of the organization and provides future financial resources for growth and expansion. Including but not limited to major gifts, corporate and foundation giving, planned giving, and special events
 - a. Identifying and cultivating major gift prospects
 - b. Identifying and cultivating corporate and foundation donors
 - c. Planning and executing special events that engage donors and raise funds for FFY
 - d. Develops processes and is actively involved in identifying, cultivating, and soliciting major gift prospects.
 - e. Maintains database resource files on top community leaders.
 - f. Directs and coordinates association capital development, annual campaign, and endowment programs.
2. Work closely with the CEO and Board of Directors to develop fundraising goals and strategies that align with the mission and values of FFY
 - a. Presenting fundraising plans and performance metrics to the Board of Directors
 - b. Working with CEO to ensure fundraising activities are aligned with the organization's overall strategic plan
 - c. 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 Fundraising Committee and other assigned committees on the Board of Directors.
 - d. Develops strategies to increase volunteer involvement at all levels of financial development.
3. Prepares and coordinates proposals for grants from government sources and private foundations. Responsible for tracking and preparing all progress reports related to awarded grants.
4. Collaborates with Senior Director of Member Experience and marketing team to create and implement 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
 - a. Develop and execute effective donor communications and marketing materials
 - b. Develop a compelling message that resonates with potential donors
 - c. Create a donor recognition program
 - d. Crafting targeted appeals that drive annual donations

5. Develop strong relationships within the community to foster a positive image such that companies, schools, civic organizations and individuals will make the Fremont Family YMCA the local charity of choice for funding.
 - a. Act as primary point of contact for funding, donations and fundraising event inquiries.
 - b. Perform networking at selected community and leadership events.
6. Monitor and Analyze Fundraising Data
 - a. Collect, organize, and maintain a complete and accurate database record of donors and funding received.
 - b. Creates funding targets for the board of directors.
 - c. Establishes tracking tools and monitors monthly. Tracks all gifts and pledges by source and purpose and provides reports as needed.
7. Represents the CEO and FFY in the community as needed and requested by CEO.

FFY Competencies

- **Mission and Community Oriented:** Accepts and demonstrates FFY values. Works effectively with people of different backgrounds, abilities, opinions, and perceptions. Demonstrates a desire to serve others and fulfill community needs. Recruit quality staff and build effective, supportive working relationships with them. Provides assigned staff with orientation, training, development, and recognition. Enroll new staff in FFY onboarding sessions when hiring. Ensures high-level services.
- **People Oriented:** Takes initiative in developing others. Builds rapport and relates well to others. Speaks and writes effectively. Empathetically listens and communicates for understanding when negotiating and dealing with conflict. Effectively tailors communications to the appropriate audience. Provides staff with feedback, coaching, guidance, and support.
- **Results Oriented:** Strives to meet or exceed goals and deliver a high-value experience for members. Embraces new approaches and discovers ideas to create a better member experience. Makes sound judgments, and transfers learning from one situation to another. Establishes goals, clarifies tasks, plans work and actively participates in meetings. Holds staff accountable for high-quality results using a formal process to measure progress. Develops plans and manages best practices through the engagement of the team. Effectively manages budgets.
- **Personal Development:** Pursues self-development that enhances job performance. Demonstrates an openness to change, and seeks opportunities in the change process. Utilizes non-threatening methods to address sensitive issues and inappropriate behavior or performance. Shares new insights.
- **Work Schedule:** This position requires some evening and weekend availability with flexibility to maintain proper work/life balance.

Skills and Knowledge:

- Excellent personal, verbal, and written communication skills
- Customer Service, communication, and recordkeeping experience required
- Able to manage multiple projects while deadlines
- Solid organizational, time management, and project management skills required
- Initiative and collaborative skills indicated
- Foster and promote business relationships and partnering within the community
- Establish rapport and build on relationships to promote Fremont Family YMCA
- Good public speaking skills required
- Ability to relate to top community leaders and diverse groups of people from all social and economic segments of the community.
- Ability to create interpretive materials to enable potential donors to understand the Y and how they contribute to the achievement of its mission.
- Experience in working closely with volunteers and in staffing volunteer committees/events.
- Ability to effectively present information and respond to questions from groups of managers, volunteers, senior leaders, and the public.

- Foundation and government grant writing expertise.

QUALIFICATIONS:

- Related college or 3-5 years related experience preferred
- Knowledge and use of Microsoft Office, including Word and Excel required, PowerPoint preferred
- Experience with Fundraising Software and Donor Databases
- Familiarity with the principles of annual campaign organization and marketing.
- Understanding of and deep commitment to the mission and values of Fremont Family YMCA.
- A strong sense of personal integrity and ethical conduct is essential.
- CFRE or equivalent 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 essential functions.
- While performing the duties of this job, the employee is regularly required to use a computer for extended periods 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.

This is a full-time position with a competitive salary and benefits package. If you are a motivated and experienced fundraising professional with a passion for making a difference in the community, we encourage you to apply.

SIGNATURE:

I have reviewed and understand this job description.

Employee's name

Employee's signature

Today's date: _____