



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

PIEDMONT FAMILY YMCA JOB DESCRIPTION

Job Title: Senior Director of Development
Schedule: FT, Mon-Fri
Reports to: VP of Marketing and Development

Pay Range: \$70k-80k
Department: Admin
Revision Date: Feb 2025

POSITION SUMMARY:

The Y is the leading nonprofit committed to strengthening community by connecting all people to their potential, purpose and each other. Working locally, we focus on empowering young people, improving health and well-being, and inspiring action in and across communities.

At the Piedmont Family YMCA, you will have the chance to collaborate with senior staff on shaping the strategy and direction of a growing development team at an exciting time for the organization, as well as making an incredible impact on community members of all ages in the Piedmont region of Virginia, including Charlottesville and surrounding counties (Region 10). Our ideal candidate is a generalist with experience in nonprofit fundraising who can become a key player contributing to strategic decision-making while also proactively prospecting, cultivating, soliciting and stewarding donors for our Y.

Our fundraising ensures that no one is turned away from the Y for inability to pay, that our mission-driven programs are sustainable, and that our Y can grow in visionary and exciting ways in the coming years. As the only dedicated Development officer at our Y, your main focus will be helping us grow our Major Gifts program, as well as keeping our development program on track through stewardship and solicitation. You will help lead the launch of an exciting 170th Anniversary Comprehensive Campaign, which has the potential to elevate our fundraising program in exciting ways. This will include fundraising for our newer initiatives (e.g. Teen Programs and Water Safety) and visionary future projects in addition to well-established, essential community resources (e.g. our Early Learning Center and Summer Camp). In addition, the Senior Director will be equipped to engage in conversations about new giving opportunities and methods, including endowment giving, multi-year pledges, and planned gifts. You will help organize donor and fundraising events, and you will also be the primary manager of donor and data.

The Senior Director will be part of a fundraising team of three, reporting to the VP of Marketing and Development and providing fundraising-related support to our CEO. Our ideal candidate will resonate with the Y's values of caring, honesty, respect, and responsibility, and will be personable, curious, flexible, and goal-oriented in meeting challenges.

Starting salary and other specifics will be based on experience and other factors. Although inquiries will be welcomed while this posting is still active, for best consideration, candidates should submit materials by **March 15, 2025**.

BENEFITS:

- Flexible paid time off with immediate PTO availability
- Discounts on YMCA programs including after school, summer camp and childcare
- Free YMCA family membership
- Medical, dental, and vision insurance available
- Employer-paid life insurance and long-term disability insurance
- 403b retirement plan options (tax-deferred and Roth options available), with employer contributions after two years
- Employee Assistance Program

ESSENTIAL FUNCTIONS:

Major Gift Prospecting, Cultivation, Solicitation, and Stewardship:

- Proactively reaches out to and meets with prospective and current donors to build relationships and solicit gifts, in alignment with mutually established goals and metrics;
- Files contact reports documenting donor / prospective donor meeting details and next steps, utilizing Moves management and the Y's new CRM platform
- Enters and tracks planning, active, and closed proposals in CRM platform
- Provides support to the CEO and VP for strategic visits with donors and board members to advance fundraising objectives;
- Researches prospective donors and provides background on donors and foundations to prepare the team for donor contacts;
- Works with staff and uses donor data to drive engagement with donors.

Donor Data Management, Gift Processing & Acknowledgements:

- Processes donations, sends gift acknowledgments in a timely manner, and manages donor database;
- Provides recommendations on improving processes and creatively using donor data;
- Prepares financial reports for month and year-end reconciliation with the Finance department;
- Verifies payroll deduction on staff pledges.

Donor Communications:

- Collaborates with the development & marketing team to create compelling donor messaging;
- Manages Annual Impact Report and Annual Campaign mailings in collaboration with the VP of Marketing & Development;
- Assists with grant writing as needed/requested by the CEO or VP of Development.

Special Events:

- Manages giving society events and supports other events as assigned.

Corporate Sponsorship & Membership Acquisition:

- Builds relationships with corporate partners and prospects, and makes the case for partnering with the Y;
- Tracks current corporate partnerships, and identifies new prospects;
- Ensures contracted benefits are given to corporate partners.

LEADERSHIP COMPETENCIES:

Advancing Our Mission & Cause: Engaging Community, Volunteerism, Philanthropy, Change Leadership

Building Relationships: Collaboration, Communication & Influence, Inclusion

Leading Operations: Critical Thinking & Decision Making, Fiscal Management, Functional Expertise, Innovation, Program/Project Management

Developing & Inspiring People: Developing Self & Others, Emotional Maturity

QUALIFICATIONS:

We seek an engaging, motivated individual to join a dynamic, collaborative, and rewarding team environment. Other requirements:

- Bachelor's degree or equivalent experience.
- Substantial experience in fundraising, including experience as a gift officer visiting and soliciting donors.
- Ability to independently manage priorities, identify opportunities, think strategically, and effectively communicate our mission and the impact our programs make.
- Excellent communication skills, in writing and in person.
- Extensive computer experience and comfort using all standard business software.
- Experience in using a relational database/CRM.
- Self-starter who works well autonomously/independently and as a member of a highly collaborative team.
- Team player who is willing to do both high-level and administrative work as needed.
- Ability to work with integrity, discretion, and a team-oriented, professional approach.
- Highly organized, detail-oriented, and adaptable with proven experience in meeting deadlines while managing multiple projects.
- The Director of Development role is full-time with competitive salary and benefits. This position is on-site and based in Charlottesville, and reports to the VP of Marketing and Development. The successful candidate will be required to work occasional evening and weekend events.

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.
- While performing the duties of the job, the employee is regularly required to sit, talk and listen.
- The employee must occasionally lift and/or move up to 10 pounds.

SIGNATURE:

I have reviewed and understand this job description.

I have reviewed and understand this job description.

Employee's name _____ Employee's signature _____

Today's date: _____