



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## NORM WAITT SR. YMCA JOB DESCRIPTION

Job Title: **Marketing and Development Director**

Status: F/T

Reports to: CEO

Department: Marketing and Development

Revision Date: March 23, 2018

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### POSITION SUMMARY:

This position supports the work of the Y, a leading nonprofit committed to strengthening community through youth development, healthy living and social responsibility. Marketing and Development Director is our marketing and communications strategist, building the community's understanding of the YMCA's cause and impact. This position leads the marketing and financial development efforts and supports the Y's leadership ensuring YMCA growth and stability.

### ESSENTIAL FUNCTIONS:

1. Develops strategies that drive our fundraising and marketing & communications efforts, monitoring progress and ensuring proactive adjustments to achieve goals.
2. Coordinates efforts with assigned staff and volunteers who help provide development and leadership in the areas of fundraising and marketing.
3. Leads public relations efforts, cultivating and maintaining partnerships with local media, community partners and constituents, tracking progress.
4. Develops, monitors and administers assigned annual budget and maintains a positive fiscal position.
5. Establishes a best in class web presence that drives membership, program participation, donations and volunteers.
6. Develops effective working relationships with service groups, community organizations and companies. Makes presentations about the YMCA.
7. Develops processes and is actively involved in identifying, cultivating, and soliciting major gift prospects.
8. Coordinates efforts for large fundraising and membership events throughout the year.
9. Provides support and leadership for committees and task forces as assigned.
10. Models relationship-building skills (including Listen First) in all interactions. Responds to all member and community inquiries and complaints in timely manner.
11. Performs other duties as assigned.

### YMCA COMPETENCIES (Team Leader):

***Mission Advancement:*** Models and teaches the Ys values. Ensures a high level of service with a commitment to changing lives. Provides volunteers with orientation, training, development, and recognition. Cultivates relationships to support fund-raising.

***Collaboration:*** Champions inclusion activities, strategies, and initiatives. Builds relationships to create small communities. 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.

***Operational Effectiveness:*** Provides others with frameworks for making decisions. Conducts prototypes to support the launching of programs and activities. Develops plans and manages best practices through engagement of team. Effectively creates and manages budgets. Holds staff accountable for high-quality results using a formal process to measure progress.

*Personal Growth:* Shares new insights. Facilitates change; models adaptability and an awareness of the impact of change. Utilizes non-threatening methods to address sensitive issues and inappropriate behavior or performance. 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.

**QUALIFICATIONS:**

1. Bachelor's degree in marketing, non-profit management or related field
2. At least 3-5 years professional experience in marketing, fundraising and/or sales
3. Demonstrated success in creating and implementing marketing & communications, fundraising &/or equivalent plans for a 2.6 million dollar organization
4. Excellent personal computer skills and experience with standard marketing and business software
5. Demonstrated success with interpersonal, public relations, fundraising and/or communications skills, including the ability to make presentations and handle media inquiries
6. Complete within 30 days of hire: YMCA Brand, Cause & Culture, Child Abuse Prevention
7. Ability to relate effectively to diverse groups of people from all social and economic segments of the community and successful clearance of background check

**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 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 employee frequently is required to sit and reach, and must be able to move around the work environment, occasionally lifting and/or moving up to 10 pounds.

**SIGNATURE:**

- Receipt of the job description does not imply nor create a promise of employment, nor an employment contract of any kind, and that my employment is at-will.
- The job description provides a general summary of the position in which I am employed, that the contents of this job description are job requirements and, at this time, I know of no limitations which would prevent me from performing these functions with or without accommodation. I further understand that it is my responsibility to inform my supervisor at any time that I am unable to perform these functions.
- Job duties, tasks, work hours and work requirements may be changed at any time.
- Acceptable job performance includes completion of the job responsibilities as well as compliance with the policies, procedures, rules and regulations.

\_\_\_\_\_  
Employee's name

\_\_\_\_\_  
Employee's signature

Today's date: \_\_\_\_\_