



Job Description

Position Title: Associate Director, Central Region Advancement

Reports To: Senior Vice President of Advancement

Program: Advancement

Location: Dauphin, York / Hybrid

Salary with Classification Category: Exempt; 14 (\$71,190 - \$83,055)

The Organization:

Valley Youth House empowers and strengthens the lives of children, youth, and families through inclusive programming that builds resilience and fosters growth and independence. Valley Youth House works from a Trauma Informed / Healing Centered perspective, incorporating positive youth and human development, and cultural awareness into all aspects of our agency. We strive for our clients and staff to feel safe, have choice and voice, collaborate in a trusting environment, and be empowered to make a difference in their own lives and the agency.

Summary/Objective

Under the President & Executive Director's authority and the supervision of the Senior Vice President of Advancement, this person is responsible for advancing the mission of the Agency by increasing the level of involvement and philanthropic commitment to Valley Youth House. The successful candidate will help forge new relationships in the Central Region (Dauphin, Lancaster, Perry, and York) to build VYH visibility, impact, and financial resources. They will be thoroughly acquainted with all phases of program operation to ensure efficient and effective carrying out of the advancement, marketing, and public relations procedures that include the research, identification, qualification, cultivation, solicitation and stewardship of private donors, corporate leaders, and event sponsors. The Associate Director of Central Region Advancement will expand and diversify VYH donor base/pipeline and work closely with VYH leadership, colleagues, board, and volunteers to secure funding for new initiatives.

Essential Functions

1. Major and Planned Giving responsibilities:
 - a. Establish community relationships/partnerships that build new donor prospects or funding streams and advance the Agency mission in the counties served. Develop and maintain an extensive portfolio of 100 – 150 prospects. Research, identify, qualify, cultivate, solicit, and steward major and planned giving prospects. Conduct 12-20 phone and/or face-to-face solicitations per month and document 8-10 weekly donor contacts, utilizing Moves Management process. Support DonorPerfect database growth and manage the integrity of the database by ensuring that 100% of the activity is accurately recorded. Actively manage and coordinate all aspects of requests from prospects (Corporate, Foundations, individuals, etc.) and determine the best ask and approach for each solicitation.
 - b. Transparent and self-motivated, listening as well as giving advice and respecting the abilities of others. A catalyst with vision who can create excitement and energy around VYH programs and services encouraging others to support the agency mission and vision.

2. Annual Giving and Special Events Responsibilities:
 - a. Ensure success (\$200,000+ net annually) of at least three annual fundraising events for the Central Region – VYH Golf Tournament, *Give.Local.York.*, and the Central Region’s Holiday Gift Drive. Liaison to Events Committees for all events.
 - b. Oversee all aspects of Special Events for the Central Region. Oversee event sponsorship materials and promotions. Ensure accuracy of pledges and gifts and proper receipt of all sponsorships prior to event date. Recruit, motivate, train, manage, and recognize Events Committee and Staff Volunteers. Maintain effective cost control for Special Events to ensure highest possible return on investment.
 - c. Manage relationships with United Way organizations and other workplace giving campaigns, encouraging brand awareness and revenue generation.
 - d. Plans, implements, tracks, monitors, and manages Agency Annual Donations including, but not limited to honor/memorial gifts, third party fundraising events, and LYBUNTS.
 - e. Evaluate effectiveness based on nine-point performance index and reasonable cost guidelines for all fundraising activities. Take action to improve activities that are not producing a reasonable cost of fundraising and return on investment.

Key Functions

1. Liaison to the Central Board of Governors. Manage recruitment and retention of members and work closely with volunteer leadership to support members in their active fundraising roles.
2. Community/Public Relations Responsibilities:
 - a. Support the comprehensive communications strategy for internal and external audiences of Valley Youth House, building awareness and increasing philanthropic revenue.
 - b. Attend community events to network with or discover new prospective donors or potential agency collaborations. Cultivate a positive relationship with the public, articulating the mission and vision of VYH while cultivating donor interest and matching it with philanthropic opportunities. Represent VYH in the media, at events, and during presentations and panels.

Other Duties

3. Support Advancement Department:
 - a. Assist with function, welfare and promotion of the Advancement Department. Assist in creating and implementing Strategic Plan for the Advancement Department including individual goals and objectives.
 - b. Participate in monthly staff meetings and regularly scheduled supervision with the Senior Vice President of Advancement and be prepared with an agenda.
 - c. Complete other related tasks as appropriate or assigned. Assist Department staff as assigned.

Minimum Qualifications

This position requires a professional who is achievement-oriented and adept at prioritizing, multi-tasking, and working independently without close oversight. A team player who will productively engage with others at varying levels of seniority both inside and outside of VYH. Tangible experience of having expanded and cultivated existing donor relationships over a period of time. A Bachelor’s degree and 5+ years of professional fundraising experience is required. Must be amenable to a flexible work schedule involving evening and weekend hours, as well as fixed office hours. The candidate must be an individual who has never been convicted of any child abuse offenses. The candidate’s age, race, sex, sexual orientation or state of disability will not be considered when hiring for this position.

Preferred Qualifications

- Master’s degree

Physical Requirements:

- While performing the duties of this job, the employee is regularly required to talk or hear.
- The employee frequently is required to stand; walk; and sit for prolonged periods of time at a desk, working on a computer.
- Ability to navigate stairs.
- This position requires the ability to occasionally lift office products and supplies, up to 35 lbs.
- This position requires travel up to 35% of the time to different offices and Advancement related events.

Valley Youth House provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

*Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

*Valley Youth House reserves the right to perform periodic record checks in order to comply with program, local, state & federal guidelines.

To Apply:

<https://valleyyouthhouse.e3applicants.com/careers/Associate-Director-of-Central-Regional-Advancement-York-536>

Employee Name (print): _____

Employee Signature: _____

Date: _____

Supervisor Name (print): _____

Supervisor Signature: _____

Date: _____