



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## CENTRAL COAST YMCA

Job Title: **Executive Director of Development**

FLSA Status: Exempt

Job Grade: Exempt

Reports to: President & CEO

Revision Date: 8/1/2023

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### POSITION SUMMARY:

The YMCA of Central Coast YMCA has been serving San Benito, Monterey, and Santa Cruz counties for more than 125 years with programs that inspire healthy lives through a focus on youth development, healthy living, and social responsibility.

The Executive Director of Development would lead all development including but not limited to annual and capital campaign events, grant management, build relationships in the community, spread the word about the YMCA and strengthen legacy gifts. Serves as a member of the President/CEO's senior leadership team. Develop an actively engaged fundraising volunteer board of directors, and in positioning the YMCA as a "charity of choice" for the investment of donations within the local community.

### ESSENTIAL FUNCTIONS:

1. Directs and coordinates annual campaign and fundraising activities.
2. Serves as primary staff to the Resource Development Committee and other assigned committees of the Board of Directors. Develops strategies to increase volunteer involvement in fundraising.
3. Actively involved in identifying, cultivating, and soliciting prospects. Maintains resource database file on top prospects.
4. Directs and coordinates annual community fundraising events.
5. Prepares and coordinates grant proposals to government sources, private foundations, and corporations.
6. Manages systems and resources needed to conduct fundraising plans. Establishes and monitors the financial development department budget.
7. Recommends fundraising policies and procedures.
8. Tracks all gifts by source and purpose, and provides reports as needed.
9. Educates and motivates staff and volunteers related to best practices in fundraising.
10. Develops plan to ensure YMCA members and the community understand of the annual case for support.
11. Participates in planning the annual meeting, annual report, newsletters, fundraising collateral materials.
12. Represents the YMCA as requested by the CEO.
13. Performs other duties as assigned.

## YMCA COMPETENCY (Multi-Team)

- Values- Reinforces the Y's values within the organization and the community.
- Community- Effectively communicates the benefits and impact of the Y's efforts for all stakeholders.
- Volunteerism- Implements effective systems to develop volunteers at program, fundraising, and policy leadership levels.
- Philanthropy- Secures resources and support for all philanthropic endeavors.
- Relationships- builds and nurtures strategic relationships to enhance support for the Y.
- Influence- Serves as a community leader building collaborations based on trust and credibility to advance Y's mission and goals.

## QUALIFICATIONS:

### Required:

1. Bachelor's degree in a related field or equivalent.
2. Working knowledge of charitable giving vehicles.
3. Foundation, corporate, and government grant writing expertise.
4. Excellent Written, interpersonal, and verbal communication skills.
5. Skilled at influencing others and collaborating with volunteers.

### Preferred:

1. CFRE or equivalent.
2. YMCA Organizational Leader certification.
3. Five or more years of professional fundraising or related experience. Fundraising in the YMCA or another non-profit.
4. Ability to relate to community leaders and diverse groups of people from all segments of the community.
5. Ability to create interpretive materials that enable donors to understand the Y and how they contribute to the achievement of its mission.
6. Knowledge of the media and its use in gaining exposure for YMCA events and programs.

## 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. The employee must occasionally lift and/or move up to 10 pounds.
- The employee must be able to travel to and from our branch locations for meetings and events.
- 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.

I have reviewed and understand this job description.

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Supervisor

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Employee

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Date

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Date

*This job description is not intended to be all-inclusive. Job descriptions are reviewed periodically and may be revised if deemed necessary for the achievement of the YMCA's goals and objectives.*

**The Y: We're for youth development, healthy living, and social responsibility.**