



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

POCONO FAMILY YMCA JOB DESCRIPTION

Job Title: **Director of Social Responsibility**

Status: Full-Time (Exempt)

Reports to: **Executive Director**

Department: Administration

Revision Date: 5/1/2017

POSITION SUMMARY:

This position supports the work of the Y, a leading non-profit committed to strengthening community through youth development, healthy living and social responsibility. Serves as a member of the Executive Director's senior leadership team, providing strategic leadership in financial development to advance the YMCAs mission through annual giving, government and foundation grants, endowment bequests and gifts and special events. Assists the CEO in developing 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 association annual campaign, endowment programs and special events.
2. Develops strategies to increase volunteer involvement at all levels of financial development.
3. Develops processes and is actively involved in identifying major gift prospects. Maintains database resource file on top community leaders.
4. Prepares and coordinates proposals for grants from government sources and private foundations.
5. Plans and implements annual fundraising special events.
6. Develops systems and manages resources needed to carry out the fundraising plans. Establishes and monitors the financial development department budget for the YMCA.
7. Develops appropriate fundraising policies and procedures for the branch.
8. Tracks all gifts and pledges by source and purpose and provides reports as needed.
9. Provides training in fundraising. Educates, motivates and provides feedback to individuals related to best practices in the fundraising process.
10. Develops communication plans to insure members, participants and the community understand the case for support. May plan and oversee the association annual meeting, annual reports, newsletters, brochures and reports.
11. Provides supervision and direction to the volunteer coordinator.
12. Performs other duties as assigned in accordance with the planned Chart of Work.

YMCA COMPETENCIES (Organizational Leader):

Mission Advancement: Incorporates the Ys mission and values into the organization's vision and strategies. Ensures community engagement; promotes the global nature of the Y. Leads a culture of volunteerism ensuring engagement, inclusion and ownership. Leads a culture of philanthropy.

Collaboration: Advocates for and institutionalizes inclusion and diversity throughout the organization. Initiates the development of relationships with influential leaders to impact and strengthen the community. Communicates to engage and inspire people within and outside the YMCA.

Operational Effectiveness: Possesses penetrating insight and strong strategic and critical thinking skills. Invests resources in well-designed innovation initiatives. Creates a structure to deliver organization-wide results to achieve objectives. Develops and implements stewardship strategies. Determines benchmarks and ensures appropriate leadership to meet objectives.

Personal Growth: Creates a learning organization. Effectively drives change by leveraging resources and creating alignment to expand organizational opportunities. Shares authority and demonstrates courage and humility. Has the

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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 a related field or equivalent; Master’s degree preferred.
2. Eight or more years of professional experience with a background in fundraising in the YMCA or another non-profit preferred.
3. Ability to relate to top community leaders and diverse groups of people from all social and economic segments of the community.
4. Working knowledge of giving and charitable vehicles.
5. Ability to create interpretive materials to enable potential donors to understand the YMCA 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.
7. Foundation and government grant writing expertise.

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.
- 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.

SELF-MOTIVATION & INNOVATION:

To be able to accomplish the goals set forth in this job description, the incumbent will need to possess a *will to succeed*. “What can I do to advance the Y and help it become more successful?” should be the mind-set. The heart of the position will be the ability to look past “what is” and to see “what can/should be”. A high level of self-motivation and innovation/creativity is required to be successful at this position.

SIGNATURE:

I have reviewed and understand this job description.

Employee’s name

Employee’s signature

Today’s date: _____