



## **YWCA - Senior Director of Development**

**POSITION:** Senior Director of Development  
**LOCATION:** Miami, FL (Weeks Building)  
**STATUS:** Full-Time exempt with Full Benefits  
**SALARY:** Range \$73,000 – \$85,000 annualized depending on qualifications/experience

Fosters a culture of philanthropy within the organization. Assures that the organization's corporate culture, systems and procedures support fund development and vice versa. Leads staff and volunteers to institutionalize philanthropy and fund development within the organization. Responsible for providing leadership, planning, organizing, and directing all of Agency's Development and fundraising efforts including, but not limited to, corporate, government, major donor cultivation, annual fund, planned giving, special events and capital campaigns. The Director works closely with The Chief Executive Officer and the Board of Directors in all development and fund raising endeavors. Also responsible for championing the organization's community engagement strategy, including marketing and communications, event management, public relations, and volunteer engagement, that leads to strong community awareness of the organization's brand.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

### **Strategic Development**

- a) Provides vital input in short- and long-term strategic planning and positioning within the organization.
- b) Ensures that philanthropy and fund development are carried out in keeping with the organization's values, mission, vision and plans.
- c) Oversees the YWCA's engagement strategy fully align and strengthen the agency's relationships, mission, policy agenda, program investments, and partnerships
- d) Evaluates the effect of internal and external forces on the organization and its fund development, recommends short- and long-range fund development plans and development programs that support the organization's values, mission and general objectives.
- e) Keeps informed of developments in philanthropy and fund development; informs the chief executive officer, appropriate committee(s) and board on current trends, issues, problems and activities in order to facilitate policy making. Recommends policy positions concerning fund development.
- f) Helps develop a balanced funding mix of donor sources and solicitation programs tailored to the needs of the organization that will enable it to attract, retain and motivate donors and fundraising volunteers.
- g) Helps establish performance measures, monitors results and helps the chief executive officer, committee(s) and board evaluate the effectiveness of the organization's fund development program.

## **Fundraising**

Provides general oversight of all of the organization's fund development activities, manages the day-to-day operations of the development function, and monitors adequacy of activities through coordination with staff, and appropriate committees.

- a) Develops a comprehensive fund development plan, to include donor acquisition, prospect, cultivation, solicitation and stewardship strategies to increase annual revenue goals year-over-year and continually analyzes progress towards those goals.
- b) Ensures establishment of and compliance with the organization's fund development and philanthropic principles, policies and procedures.
- c) Ensures attainment of the organization's fund development activities through the engagement, development, motivation and evaluation of volunteers and staff.
- d) Appropriately represents the institution, its board and chief executive officer to donors, prospects, regulators, committee(s) and fundraising volunteers.
- e) Designs, implements and manages all fundraising activities including annual giving campaign, major donor cultivation, local and national foundations grant solicitations, corporate giving, endowment and capital campaigns.
- f) Sustain and expand the agency's in-kind revenue opportunities.
- g) Works with the chief executive and volunteer leadership to make development committee(s) and the board function effectively in fund development, and helps evaluate their fund development performance regularly.
- h) Gets the best thinking and involvement of each board member and each fundraising volunteer; and, stimulates each one to give his/her best fundraising, personally and professionally.
- i) Helps identify, cultivate, recruit, and develop fundraising volunteers. Trains, places, coordinates and supervises fundraising volunteers and on-going activations/engagements.
- j) Solicits contributions on behalf of the organization, generally by accompanying volunteers.
- a) Assures development and writing of foundation, corporate and some government grant/proposals and solicitation
- b) materials.
- c) Assures design and implementation of acknowledgment and recognition programs.

## **Strategic Engagement**

- a) Oversees the development and facilitates positive and effective relationships with public, private, corporate, philanthropic,
- b) and nonprofit sector partners to advance the agency's goals and build the image, including the YWCA's current and future
- c) programs and initiatives
- d) Designs and executes all fund development events, activations and special projects (including the solicitation of
- e) sponsorships with the support of the CEO).
- f) Oversees the engagement strategies to grow the membership and donor base, to include social media, workshops,
- g) volunteer opportunities, collaborations, interactives, etc.
- h) Spearheads and strengthens the YWCA's membership development program, increasing awareness of the YWCA within
- i) the community and grow the overall number of members.
- j) Formulates and maintains VIP cultivation, communications, solicitations, and follow up strategies, to include the Board of Directors and other key legislators and public leaders.

## **Management**

Leads and supervises the Development Department staff and operations.

- a) Assures design, maintain and optimize all of donor, prospect and gift management systems, and informational reports.
- b) Creates office systems to support all Development projects and operations.
- c) Assures proper planning including goal setting, strategy identification, benchmarking and evaluation to support fund
- d) development.
- e) Assures sound fiscal operation of development function including timely, accurate and comprehensive development of
- f) charitable contributions income and expense budgets, reporting, monitoring and implementation.
- g) Combines development resources in such a way as to maximize quantity and quality to obtain a set of results.
- h) Establishes personnel accountabilities for development staff and evaluates performance regularly.
- i) Designs educational programs in fund development for staff and volunteers; participates as teacher and facilitator.

## **Public Relations, Marketing, and Communications**

- a) Drive strong YWCA brand awareness in the South Florida region.
- b) Manages the development of public relations and marketing plans.
- c) Designs, implements and manages all foundation and government relations and corporate relations communication
- d) strategies, reviews of development/brand materials (annual reports, e-newsletter, website, public relations materials), and
- e) other types of fundraising solicitations.
- f) Targets and cultivates new mission-aligned audiences.
- g) Designs and implements website, social media and program marketing strategies.
- h) Assists and advises on all public outreach events.
- i) Represents the YWCA at public events and in other contexts as needed. Be a willing partner with other staff in all aspects
- j) of the YWCA's mission.
- k) Develops productive relationships with relevant members of the media. Maintains updated Media Contact List.
- l) Oversees production of all major publications, including the periodic newsletter, E-News, the YWCA website, coordinating
- m) all YWCA program's publication efforts, and works with designers and printers to promote the YWCA's fund and friend
- n) raising goals and activities.
- o) Creates and oversees a communication and promotional plan to all campaigns to include the capital campaign and other
- p) special events.
- q) Created all fundraising materials, membership acquisition and retention, board solicitations, annual fund appeals, annual
- r) report, reports to donors, major donor cultivations strategies and materials, and donor acknowledgements.
- s) Identifies community relations issues and problems that have an adverse effect on Agency's programs and works with

- t) CEO and Communications team to address.
- u) At the direction of the Chief Executive Officer, serves as the Agency's Public Spokesperson during emergencies.

Bachelor's degree (BA or BS) from an accredited college/university in Marketing, Public Relations, Advertising, Business Administration, Communications, Public Affairs, Public Administration, or related field of study and five (5) to seven (7) years of related experience preferably in a related non-profit environment or equivalent combination of education and experience.

Master's Degree preferred. Must have knowledge of event planning, fundraising, membership programs, and grant writing.

Ability to prioritize and manage multiple projects with tight deadlines concurrently. Knowledge of best practices around donor engagement, communications, and volunteer programs. Excellent written and verbal communication skills. Excellent interpersonal skills. Comfortable speaking in front of small as well as large groups. Must have the ability to make public presentations. Requires level 2 background clearance, and drug testing.

Please email a resume to: [YWCA-careers@ywca-miami.org](mailto:YWCA-careers@ywca-miami.org) or Send Fax to: 305-513-5205

### **About Strategic Philanthropy:**

Strategic Philanthropy, Inc. a south Florida based company, was founded on the belief that effective corporate giving can be so much more than simply writing a check to charities and nonprofits who ask for your help or involvement. It is our belief that when a company aligns its charitable giving with a strategic approach and measurable outcomes, the power of giving enhances a company's brand, image and strengthens the relationships and partnerships within the community.

In short, Strategic Philanthropy gets hired by companies to give away their money to nonprofits that meet a company's business goals and objectives. As you can imagine, we have many relationships with the nonprofits in our community. We value all of the programs and services they have to offer and work with them to help promote positions that are available within their organization so that they may find the best talent possible.

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