



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

Job Title: **Senior Manager, Development and Communications**

Salary range: \$32,000-\$40,000* plus benefits

Status: Exempt, full time

Reports to: Senior Leadership Team member

Date: October 3, 2017

POSITION SUMMARY:

Builds the community's understanding of the YMCAs cause and impact. Develops and implements effective development, fundraising, marketing and communication strategies. Works to position the YMCA as the 'charity of choice' in our communities.

ESSENTIAL FUNCTIONS:

1. Develops annual operating goals, objectives and plan for the development, grants, special events, public relations, marketing and communications area. Monitors the achievement of this plan, taking appropriate action to ensure that the goals and objectives are met.
2. Identifies, develops, produces and distributes program information (include case for support) necessary to promote assigned programs, in accordance with development, membership and marketing plans.
3. Social media and online presence management.
4. Establishes contacts with media representatives and writes and submits press releases when appropriate. Maintains updated files of YMCA's media relations (both press and electronic).
5. Assists in development, monitoring and administering of assigned annual budget and maintains a positive fiscal position.
6. Develops effective working relationships with service groups, community organizations and companies. Supports, develops and makes presentations, as needed.
7. Provides and maintains related statistics and reports. Includes tracking, monitoring and data collection for projects.
8. Management of fundraising activities; includes grants and tracking, special events, annual campaign, cultivation, solicitation (training available).
9. Plan and coordinate special events fundraisers and community events.
10. Grant research, authoring and monitoring.
11. Support organization procedures and policies. As well as team member for organization activities and events.
12. Other duties as assigned that support the overall organization strategy and success.

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 related field preferred or equivalent combination of education and experience.
2. Previous professional experience in membership, marketing and fundraising.
3. Excellent personal computer skills and experience with standard business software.
4. Must have good interpersonal, public relations and communications skills, including the ability to make presentations and manage media inquiries. In addition to strong planning, organizational and execution skills.

Submit cover letter and resumes to jobs@ymcagloco.org **SUBJECT:** SR MRG Dment/Comm by Monday, October 23, 2017

NOTE: if issues occur with jobs@ email Please email directly to Melissa O'Neill Walczak, CEO at mow@ymcagloco.org

Phone interviews week of 10/23/17. In person interviews week of 10/30/17. Position available November 2017.

YMCA of Gloucester County
235 E. Red Bank Avenue
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