

YWCA Charleston
Management and General
Job Description

JOB TITLE: Development & Marketing Director

JOB PURPOSE: The Development & Marketing Director will be responsible for developing and implementing the marketing and fund development strategies for YWCA Charleston. The Director will be responsible for achieving fundraising goals, engaging sponsors and donors in ongoing cultivation activities, leveraging key internal contacts and relationships to ensure revenue goals are met, and utilizing various media forms to promote events benefiting YWCA Charleston's programs.

STATUS: Exempt

ACCOUNTABILITY: Reports to the Chief Executive Officer

DUTIES AND RESPONSIBILITIES:

1. Oversee and coordinate all aspects of YWCA fundraising events and initiatives, while providing support to event committees and chairs
2. Serve as a liaison connecting the YWCA to any externally organized third party events that seek to benefit the YWCA; ensure the implementation of YWCA third party event guidelines
3. Develop and successfully execute YWCA Charleston's annual fund development plan
4. Identify, develop and and maintain new and ongoing relationships with donors
5. Continue and grow community, donor, media, supporter, volunteer and staff investment in YWCA progress and objectives
6. Recommend and implement initiatives to increase donor acquisition and retention.
7. Prepare all fundraising materials, including solicitation and acknowledgement letters, funding proposals and stewardship reports
8. Ensure sponsors receive committed benefits
9. Implement and manage successful annual year-end campaigns
10. Work with various committees, including communications and fund development chairs to analyze, develop, and implement successful fundraising and marketing strategies
11. Train board members and other volunteers to raise funds for the YWCA and provide support for their fundraising efforts
12. Report fundraising and marketing activities to fund development and communications committees, as well as the Chief Executive Officer, Finance and other committees as requested
13. Supervise database management activities of YWCA Charleston staff
14. Supervise the Development & Marketing Manager in all aspects of marketing and fund development functions and activities
15. Provide oversight of CRM including input of cultivation notes, data analysis, generation of reports, and oversight of Development & Marketing Manager's responsibilities for data entry and gift processing. Maintain a clean, current historical database of fund development records
16. Create direct mail appeals
17. Successfully comply with budgeted goals related to marketing materials including advertising projects
18. Work with Board and program directors to ensure YWCA brand consistency, messaging, viability and logo-visibility across all media channels and in one-on-one encounters
19. Increase YWCA's visibility in the community, including advancing the YWCA's presence in multimedia applications (i.e. Facebook, YWCA website, etc). Consistently update social media content and monitor engagement

20. Complete special projects assigned by the Chief Executive Officer, agency committees, and/or the Board of Directors
21. Complete other duties as assigned

QUALIFICATIONS:

1. Minimum Bachelor's degree in business, communications, marketing or related field
2. Three years previous experience in fund development
3. Demonstrated excellence in organizational, managerial, communications and negotiation skills
4. Computer proficiency with fundraising database, i.e. Raiser's Edge
5. Strong verbal communication skills and demonstrated ability to write clearly and persuasively
6. High energy, positive, "can-do" attitude, flexibility, teamwork and attention to detail; Strong work ethic
7. Valid US drivers license and ability to travel/attend various YWCA events

PHYSICAL DEMANDS/WORKING ENVIRONMENT:

Regularly required to:

- Remain seated in a normal position for up to half the workday
- Talk & hear; verbally express ideas, information, & instructions
- Have the ability to work around moderate noise
- Climb stairs

Occasionally required to:

- Lift, pull, push, or carry up to twenty-five (25) pounds

Rarely required to:

- Stoop, kneel, crouch, or crawl
- Stand/walk for long periods of time without a break

Revised 01/10/2020