

**Job Title: Senior Director of Development**  
**Status: Non-Exempt, Full-Time**  
**Reports to: Executive Director**  
**Salary: \$115,000 – \$130,000 plus annual bonus – DOE**

## **JOB SUMMARY**

The Armed Services YMCA of San Diego is looking for a new Senior Director for Development to join its team. This clutch position will become the linchpin of the development team, which is responsible for bringing in more than \$2M annually in support of military families in the region.

## **JOB SUMMARY**

Under the direction of the Executive Director, the Senior Director of Development will administer and manage all aspects of the individual giving, government, and foundation giving, including donor acknowledgment, prospect research, database management, direct mail campaigns, annual giving, donor cultivation, and stewardship. The Senior Director of Development will also provide training to both the board and staff with regard to working with existing and potential donors. This position also supervises four individuals: the Development Director, Events Director, Volunteer Director, Corporate Giving, and Special Event Director, who all support fundraising efforts. This is a key position within the ASYMCA San Diego branch that will work closely with senior program staff, the Executive Director, and the Board of Management (BOM) to provide support with fundraising strategies, long-term planning, department SOPs, Marketing, Communications, and Gift Giving Policy Standards, and all aspects of fundraising.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The following duties and responsibilities are those considered to be essential but do not represent all job functions that may be required to be performed by this position. Other comparable duties and responsibilities may be assigned as needed. Evening and weekend work may be required.

- Manage the relationship and engagement of a portfolio of the top 25 individual and corporate donors to the ASYMCA.
- Develop the Annual fundraising plan for the ASYMCA, including evaluating and updating each year.
- Provide leadership and direction to the staff work for the ASYMCA Capital Campaign efforts
- Oversee all marketing and communication for the ASYMCA
- Provide accurate and timely revenue forecasting and budget tracking to the Executive Director and BOM
- Responsible for the management and oversight of the CRM to include gift acknowledgement, time response, and cultivation to increase donor retention and support

- Responsible for individual donor research, cultivation and stewardship
- Train staff and Board of Management on both donor cultivation and stewardship
- Create and implement direct mail campaigns and annual giving campaign
- Responsible for government and foundation grants management
- Participates in strategic planning, goal development, and assessment of fundraising strategies
- Work with the Regional Vice President of Development to provide input in the fundraising departments budget, SOP's, specific outcomes, and an evaluation framework to assess the strengths of fundraising initiatives and identify areas for improvement
- Work collaboratively with various departments, and with military and civilian organizations, to provide fundraising support to high quality programs/events which benefit military members and their families
- Communicate with participants and other stakeholders to gain community support
- Work with Regional Vice President of Development to develop and steer the direction of fundraising collateral
- Manage budget line items within the Development Department
- Create customized reports as needed
- All other duties as assigned and evening or weekend work as required

### **INTERACTION**

This position will provide information to donors, potential donors, program participants, volunteers, partners, ASY San Diego Board and staff, and others from the community.

### **SUPERVISORY RESPONSIBILITIES**

Provide direct and full scope supervisory responsibilities to the staff positions listed above (Development Director, Events Director, Volunteer Director, Corporate Giving and Special Event Director), volunteers and other fundraising staff if applicable.

### **EDUCATION/YEARS EXPERIENCE**

• Minimum: At least Four year degree from an accredited university or college in Communication Studies, Nonprofit Management, Marketing or comparable course of study preferred. Four or more years' experience in a non-profit fundraising position. Experience in working with the military community a plus, fundraising, graphic design, sales, or management is highly desirable.

• Preferred: B.A. degree from an accredited university or college in Communication Studies, Marketing, Non-Profit Management, or comparable course of study preferred. Five or more years' experience in a position requiring similar skill sets, CFRE certification. Experience in working with the military community a plus, fundraising, graphic design, sales, or management is highly desirable.

Any combination of educational and work experience that would be equivalent to the stated minimum requirements would qualify for consideration of this position.

### **KNOWLEDGE, SKILLS AND ABILITIES**

- Proven track record of success securing six-figure and seven-figure gifts from individuals, foundations and corporations.

- Knowledge and experience in the “moves management” strategy of donor relationship development
- General knowledge of nonprofit organizational practices
- A professional demeanor with an aptitude for analytical thinking and problem solving
- Responsible, well organized, and demonstrates initiative
- Strong proficiency in Microsoft Office 365, Excel, Microsoft Word, Publisher, Social Media, and contact management programs such as Donor Perfect
- Must be accurate and detail oriented, possess strong organizational and time management skills and the ability to juggle multiple priorities in a complex and fast paced environment
- Ability to work under pressure with tight deadlines
- Ability to work independently and collaboratively
- Must have excellent customer service skills
- Excellent verbal, written, interpersonal, organizational, and public speaking skills
- Interest in nonprofit development and cause marketing
- General knowledge of database management and ability to do data entry concisely
- High level of organization and attention to detail
- Knowledge of Microsoft Office suite and proficient computer skills
- Demonstrated ability to work independently and meet deadlines
- Excellent time management skills

## **TOOLS AND EQUIPMENT USED**

Standard office equipment and machines such as telephone, personal computer, multi-function copy machine, and 10-key calculator.

## **LICENSES/CERTIFICATIONS**

Must have reliable transportation and possess and maintain a valid California driver’s license, a satisfactory driving record, including proof of personal vehicle insurance coverage and insurability under the organization’s insurance carrier standards. CFRE certification preferred.

## **PHYSICAL, MENTAL & ENVIRONMENTAL REQUIREMENTS**

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. While performing the duties of this job, the employee is regularly required to:

- Work in an office setting with occasional travel to other locations in San Diego County
- Sit, stand, walk, bend, kneel and uses hands, arms and legs for dexterity, balance and climbing stairs frequently. Must be able to sit for prolonged periods of time
- Occasionally lifts, carries and balances objects weighing up to 30 pounds
- Pulls and pushes such objects as file drawers and supplies.
- Prioritizes and multi-tasks work and projects requiring good memory, concentration and analytical thinking
- Occasionally is required to perform the safe operation office equipment and machines, and recognize and obey safety hazards within the workplace.

- Must be able to hear, see including peripheral vision and distinction of colors, read and communicate verbally and in writing frequently with a wide range of individuals from divergent socio-economic and cultural backgrounds and origins.

The noise level in the work environment is usually quiet.

Apply for this position at:

<https://asymca.applytojob.com/apply/4k5kuUMryB/Senior-Director-Development>