



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

## **KENTUCKY YMCA YOUTH ASSOCIATION**

Job Title: Director of Partnerships and Development  
FLSA Status: Exempt

Reports To: CEO  
Revision Date: April 2021

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### **ORGANIZATION DESCRIPTION:**

The Kentucky YMCA Youth Association develops engaged citizens and servant leaders inspired to affect change in their school, community, Commonwealth, nation and world. Through experiential learning, service and community activism, the Kentucky YMCA Youth Association fosters critical thinking, leadership, and social responsibility in teens. Students in our programs build communication skills and confidence while developing a network of meaningful relationships with diverse students from around the Commonwealth.

We are an established, professional and fun non-profit, that works to empower KY teens, our alumni, and our staff. Our team consists of hardworking and passionate professionals who excel in their career. Each day we strive to create a positive staff culture that allows for all employees to share their ideas, have fun, collaborate with others, work within a team and individually, plan their own schedules, and be creative. We are a Y for all and recognize strength in diversity.

### **POSITION SUMMARY:**

The Director of Partnerships and Development is charged with developing, communicating, and executing all strategic philanthropic fundraising initiatives for the Kentucky YMCA Youth Association. The Director manages the Annual Campaign, program sponsorship initiatives, major gift solicitations and stewardship, and all donor cultivation and acquisition programs, including the communications and marketing strategies for such. This position also supports the program team through development and fostering of key community partnerships, and direct program support. A significant portion of the job will be devoted to alumni relations, including the locating of program alumni for inclusion in the donor development cycle.

### **ESSENTIAL FUNCTIONS:**

1. Executes and manages the organization's newly created fund development plan, enhancing and updating the plan as needed, and achieving budgeted goals.
2. Manages key functions and duties of the Annual Campaign, including the Staff Campaign and Board Campaign.
3. Works with the CEO to develop a philanthropic fund development strategy to proactively identify, cultivate, solicit, close, and steward a portfolio of major donors to strengthen and diversify current funding sources.
4. Acts as point of contact and liaison for programmatic community partners, campaign sponsors and donors.
5. Working with the CEO, Board, Development, and other volunteers, fulfill mutually agreed upon specific number of face to face meetings each week with prospective donors, including alumni, and presentation of proposals for major gifts, sponsorships or grants each month.

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6. Works with programming staff to locate and to engage Kentucky YMCA Alumni in donation of time, talent and treasure.
7. Develops and manages donor cultivation events within the context of KY YMCA Youth Association's conferences and programs.
8. Contributes to development focused social media content and ensures brand storytelling is impactful on social media.
9. Provides strategic leadership to effectively communicate the mission, goals and accomplishments of the organization to donors, prospective donors, alumni, and the broader community, including updating program and organization promotional materials and developing new philanthropic development materials.
10. Responsible for development and implementation of development and mission-centric social media content and strategy.
11. Serves as a liaison to the Board's Development Committee and manages the CEO and Board's involvement in fund development activities.
12. Works with Program Directors to liaise between local programs and key community partners. Actively engages and coordinates partners for Metro Youth Advocates (MYA), and other program partnership needs.
13. Works with Customer/Donor Relationship Management database and Peer-to-Peer system, to ensure all philanthropic development-related information is accurate and thorough.
14. Ensures ethical and appropriate financial administration of contributed income and following all regulations, policies, laws, and guidelines that impact donations. Adhere to the Association of Fundraising Professionals (AFP) Code of Ethics.
15. Responsible for the overall portfolio of all KY YMCA Youth Association's philanthropic gifts.
16. Assists with Board and Development Committee recruitment.
17. Acts as support for the Kentucky YMCA programs, including (but not limited to) KYA, KUNA, LTC, GFI, Y-Corps, and local programs.
18. This position requires regular travel to Kentucky YMCA offices (Frankfort and Louisville), conference facility locations, and other venues throughout the state of Kentucky. Can expect 30% travel, and must have reliable transportation.

### **QUALIFICATIONS:**

1. The KY YMCA is an anti-racist, multicultural, pro-equity organization, committed to a diverse workplace and is seeking a diverse pool of qualified candidates.
2. Must be 21 years or older.
3. Related professional experience or post high school certificate or degree.
4. 3+ years experience in non-profit fund development or philanthropy.
5. Three or more years of professional experience in another nonprofit as a development professional, an organization serving youth preferred.
6. Demonstrated fundraising experience, especially with major gift solicitation, acquisition and stewardship.
7. Strong written and verbal communications skills with professional presentation, social media, and philanthropic marketing skills in particular.
8. Experience working with volunteers (Board level preferred), professional/organizational partnerships, and sponsors. Experience working with students and alumni preferred.

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9. Experience working with Salesforce and Classy, or similar fundraising CRM.
10. Proficient use of Microsoft Office, particularly Word and Excel, and Adobe Photoshop or InDesign.
11. Experience working with cloud-based information systems, such as Google Drive, Salesforce, Campaign Monitor.
12. Must be able to schedule work proactively and independently, while also being able to work with teams.
13. Ability to change priorities as project expands or project needs change.
14. Works as part of a team and demonstrates a high degree of self-initiative and commitment to expand skills and expertise through a variety of methods, including self-study, working/mentoring with colleagues, and both internal and external training.
15. Organizational, detail focused and independent time management skills are necessary for this position.
16. Superb public speaking skills and relationship skills are needed.
17. Professional presentation and writing experience.
18. Experience working in professional/organizational partnerships.
19. Ability to lift and move 35 pounds, have good mobility, and maintain a high level of energy over an extended period of time.
20. Ability to travel up to 10% of the year, with reliable transportation.
21. Some weekend and evening work required.
22. Understanding of the nature and purpose of the YMCA and the respective roles of volunteers and staff.
23. Ability to relate effectively to diverse groups of people from all social and economic segments of the community; track-record of building authentic, constructive relationships with others.

### **BENEFITS:**

1. Salary range \$50,000-\$55,000
2. Fully paid health, vision and dental insurance coverage for employee and dependents.
3. Fully paid life insurance for employee
4. Company contribution to Y-USA retirement fund, after vestment.
5. Immediate 403b investment fund accessibility.
6. Professional development support through Y-USA and other opportunities related to job duties.
7. Competitive and generous paid time off (PTO) and holiday policy.
8. Results oriented, flexible work environment with some ability to work remotely.
9. Fun and energetic team environment.
10. Staff culture focused on professional development, quality results, high impact programs, celebrating staff successes, and happy employees.
11. Qualifying mileage paid at the state rate (when mileage exceeds amount stated in personnel policy). Cannot be used towards travel to and from Frankfort office.
12. KY YMCA laptop provided for work use.
13. Monthly cell phone stipend.
14. Additional employee benefits offered through payroll providers.

### **YMCA COMPETENCIES:**

***Mission Advancement:*** Models and teaches the Y's values of caring, honest, respect, and responsibility. Cultivates and retains the trust of others through direct and honest interaction. Engages community members in a way that builds commitment and loyalty in the work of the Y. Values and supports the many facets of philanthropy as an essential component in achieving the Y's mission.

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***Collaboration:*** Advocates for inclusion and diversity throughout the organization. Builds authentic relationships in the service of enhancing individual and team performance to support the Y's work. Able to tell the story of the Kentucky YMCA's cause and impact in the community. Employs influence strategies that engage, inspire, and build commitment to the cause and overall Y goals. Listens and expresses self effectively and in a manner that reflects a true understanding of the needs of the audience.

***Operational Effectiveness:*** Able to analyze, comprehend, and articulate operational goals and strategies of the organization. Able to anticipate likely outcomes and decide best course of action, while balancing risks and implications across multiple projects. Demonstrates and sustains the Y's nonprofit business model. Willing and excels in self-management of multiple ongoing projects, and setting clear goals and processes. Holds self and team accountable for high-quality, timely, and cost-effective results.

***Personal Growth:*** Has a passion for learning that drives the pursuit of new knowledge and ideas. Listens and observes to gain new insight and continually improve performance. Is dedicated to the improvement of own capabilities, and demonstrates this through the continual expansion of knowledge, and skills. Leads self and others through change by navigating ambiguity appropriately and adapting well to new situations, obstacles, and opportunities. Demonstrates effective interpersonal skills.