

# Cleveland County Family YMCA

## YMCA

### Job Profile

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**Position:**  
Development Director

**Sr Director of Advancement & Strategy**

Cleveland County Family YMCA, INC.

**Address:**  
PO Box 2272, Shelby, NC 28151

**Salary Range:**

**\$55,000 - \$70,000**

- Benefits also include health care, retirement, training and membership to the YMCA

#### Leadership Competencies:

- **Philanthropy** – Values and supports the many facets of philanthropy
- **Volunteerism** – Advances the legacy of volunteer engagement and leadership
- **Relationships** – Builds authentic relationships in the service of supporting the Y's work
- **Communication** – Uses methods and styles to ensure Y messages are distributed and understood
- **Innovation** – Regularly looks for ideas and suggestions for improvement
- **Project Management** – Possesses superior organizing ability
- **Quality Results** – Demonstrates and fosters a strong commitment to achieving goals
- **Functional Expertise** – Has experience and skills to use best practices
- **Emotional Maturity** – Understand how the work impacts relationships with others

*The Cleveland County Family YMCA is an equal opportunity employer committed to valuing diversity and practicing inclusion.*

#### The Top 6 Key Deliverables:

1. Develop and manage the association's annual fundraising calendar
2. Manage appropriate donor communication, record keeping and reporting
3. Work with the branch executives to execute all fund raising and special events
4. Recruit, train and recognize volunteers
5. Manage Y USA and other Small Mini-Grants
6. Provide leadership and coordination for strategic YMCA initiatives

#### Position Description

\* Following the strategic direction of the YMCA, and the leadership from the YMCA CEO, the Sr. Director of Advancement and Strategy will be responsible for leading all aspects of the association's fundraising efforts. The primary responsibility will include the execution of the annual campaign but also include donor communications, donor stewardship, volunteer management, record keeping and data reporting. They will also help guide key strategic priorities.

#### **Experience Guide**

- Bachelors Degree from an accredited college or university.
- Previous experience in fund raising and donor related activities.
- Demonstrated knowledge and experience with current technology
- Previous experience in group presentations and public speaking
- YMCA Experience Preferred

*Applicants from inside and outside the YMCA profession are welcome. Demonstrated personal involvement and leadership in a top professional or volunteer role is expected of all applicants.*

*The Sr Director of Advancement and Strategy must lead by personal example by understanding and incorporating the Y mission in daily life especially focused on the YMCA core values of faith, caring, honesty, respect, and responsibility.*

## Target Dates:

1. Job Position Opens
  2. Deadline for resumes
  3. Resumes Narrowed Down
  4. Quick Phone Screens
  5. Telephone Interviews
  6. 2<sup>nd</sup> Round of Resumes Narrowed Down
  7. Reference Checking
  8. Interview Invitation
  9. Interviews Anticipated
  10. 2<sup>nd</sup> Interview Anticipated
  11. Final reference checks
  12. Decision anticipated
  13. Staff on the job

## **Week:**

- January 7<sup>th</sup>  
January 31<sup>st</sup>  
February 1<sup>st</sup>  
February 1<sup>st</sup> – 6<sup>th</sup>  
February 9<sup>th</sup> – 13<sup>th</sup>  
February 13<sup>th</sup>  
February 13<sup>th</sup>  
February 13<sup>th</sup>  
February 20<sup>th</sup>  
February 27<sup>th</sup>  
February 27<sup>th</sup>  
March 1<sup>st</sup>  
March 21<sup>st</sup>

Email resumes and cover letter to:

**Cameron Corder, CEO**  
**[ccorder@clevecoymca.org](mailto:ccorder@clevecoymca.org)**

## **Finances:**

## **Department Budget \$400,000**

**Staff Supervised:**

## **YMCA Association:**

The Cleveland County Family YMCA is a \$5 million, 3 facility-branch association, focused on bringing all people together to grow in spirit, mind, and body. The Y also owns and operates an 18-hole golf course. Each branch is part of a significant partnership / collaboration. The YMCA has been recognized nationally for its work in diversity. The Y is also recognized locally and regionally for having great staff and volunteer leadership. [www.clevecoymca.org](http://www.clevecoymca.org)

## **Shelby, NC:**

Shelby is less than 45 minutes from the Charlotte airport and less than 55 minutes from downtown Charlotte. It is also located 1 hour from Asheville, NC and Greenville, SC. Convenient to the mountains and the coast, Shelby has great schools, a strong medical community and wonderful quality of life. For more information you can go to [www.clevelandchamber.org](http://www.clevelandchamber.org)