

YWCA IS ON A MISSION

Title: Chief Advancement Officer
Classification: Executive Leadership
FLSA Status: Salaried exempt
Job Status: Full-time

Department: Administration
Position: Chief Advancement Officer
Reports to: Chief Executive Officer
Supervises: Volunteer & Communications Coordinator; Special Events & Grants Manager; Major Gifts & Direct Mail Coordinator

Position Summary

The Chief Advancement Officer position exists to ensure adequate resources are secured to advance the organization. The Chief Advancement Officer (CAO) is a member of the senior leadership team of the YWCA ensuring achievement of the fundraising goals of the organization through planning, execution and oversight. The position works closely with the Chief Executive Officer to develop and implement well defined strategies for the financial success of the organization.

The CAO is responsible for building and maintaining public visibility and the positive reputation of the YWCA of Palm Beach County. The position is responsible for planning and implementation of strategies and actions to build and sustain positive public awareness of the organization and its programs and activities through print and electronic media and personal contact. The CAO is responsible for the design and implementation of a comprehensive development program including individual and planned giving, grant writing, special events, donor development and stewardship, and special campaigns.

Key Position Duties & Functions

- Lead the organization's advancement strategy by:
 - Working in partnership with the Chief Executive Officer and the Fund Development committee of the Board of Directors to write, implement, and measure success of annual fund development plan that aligns with the Organization's strategic plan
 - Core elements of the plan include generating revenue through:
 1. Earned Income/Fee-for-Service (membership fees, trainings, child development, etc)
 2. Grants (federal, state, local, private foundation)
 3. Major Gifts (direct mail, donor advised gifts, etc.)
 4. Corporate Sponsorships (program related; event related)
 5. Special Events
 - Overseeing the expansion and growth of YWCA membership, particularly with young professionals by instituting a robust and highly visible membership benefit program
 - Remaining informed on local, state and national government funding and policies in support of the organization and the program areas
 - Providing supportive mentorship and careful management of the day to day operations of the advancement department.

- Participate in a hands-on manner to achieve development goals.
 - Assure the maintenance and regular revision of development policy and procedures manuals.
 - Working with the Chief Financial Officer and Chief Executive Officer in preparation of the annual operating budget to develop projections for contributed income and expenses for development.
 - Overseeing the annual expense budget for the development department.
- Lead the organization's corporate sponsorship campaign by:
 - Meeting or exceeding annual income goal for corporate sponsorships
 - Creating, managing, and implementing a corporate sponsorship strategy
 - Prospecting, researching, soliciting, and securing corporate sponsorships throughout Palm Beach County and nationwide
 - Ensuring plan includes a broad range of corporations such as social organizations, religious and educational institutions, and young professional organizations
 - Working with development team to enhance income through third party events
- Lead the organization's earned income business development strategy by:
 - Meeting or exceeding annual income goal for earned income
 - Working with the Chief Program Officer (CPO) to ensure organizational capacity to deliver paid/contracted services
 - Identify businesses and potential customers to contract with
 - Oversee delivery of contracted programs and services in partnership with CPO
- Ensure excellent donor and community relations by:
 - Maintaining up-to-date list of media contacts for local, regional, and national media contacts
 - Maintaining relationships with media contacts through participation in media/public relations professional organizations
 - Preparing, issuing, and pitching press releases and story ideas to local and national news outlets such as Local television news affiliates, Huffington Post, Palm Beach Daily News, South Florida Business Journal, etc...
 - Securing media coverage and speakers for special events
 - Scheduling appearances for the CEO and/or CPO at community speaking engagements and in the media regularly throughout Palm Beach County
 - Submitting applications for recognition of the organization, its board members, and staff as opportunities arise
 - Proofreading organization assets and collaterals including annual report and work with CEO and CPO to update as needed
 - Ensuring your team:
 - Posts timely, relevant, and engaging entries of social media including acknowledging donors, sponsors, and community partners as appropriate
 - Distributes timely gift acknowledgement letters
 - Prepares and distributes the e-newsletter to internal and external stakeholders on a regular basis
 - Records, reports, and acknowledges gifts received

Skills & Abilities

- Must have excellent written and verbal communication skills
- Must be proficient in Microsoft Office (Word, Excel, Powerpoint, Outlook)

- Must have excellent attention to detail as it pertains to data entry
- Proficiency in donor software such as Bloomerang; Donor Perfect, eTapestry)
- Must be prompt; timely and responsive to needs of fast-paced organization
- Must have excellent customer service skills including telephone and email etiquette as well as first impressions
- Must be able to handle confidential information discretely

Education

- Bachelor’s degree required
- Master’s degree strongly preferred
- Certification as a fundraising executive preferred

Experience

- Minimum (3) years related experience in fundraising; business development; and/or sales required
- Major gifts experience preferred
- Experience in large scale capital campaigns and multi-year government grants a plus

Starting Salary Range: \$55,000 – \$70,000 per year

I have reviewed this job description and understand that the YWCA of Palm Beach County ensures that essential functions and basic duties have been included. I realize this job description is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the YWCA reserves the right to change this position description and/or assign tasks for the employee to perform, as may be deemed appropriate.

Employee Signature

Date

Supervisor Signature

Date

