



**Position:** Development and Communications Director

**Hours:** This position is a salaried, exempt position.

*Evening and weekend work is sometimes required in this position. Flexible scheduling may be provided for the right candidate.*

**Compensation:** \$58,000 – \$75,000, based on experience. This is an exempt position.

**Supervision:** This position reports directly to the Executive Director.

YWCA Helena

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**YWCA Helena Mission:**

YWCA Helena is committed to preventing homelessness, providing safe and supportive housing for women and children experiencing homelessness, and providing services that restore hope, self-sufficiency, and happy, healthy lives. Together with YWCA USA and YWCA's across the country, we are dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all.

**Job Summary:**

The Development and Communications Director reports directly to the Executive Director (ED) and is an integral member of the agency's Leadership Team. The Development and Communications Director works collaboratively to ensure achievement of YWCA Helena's fundraising goals through planning, execution, and oversight. This position is responsible for implementation of a comprehensive development program including individual and corporate giving, special events, donor development and stewardship, and special campaigns. The Development and Communications Director functions as a member of YWCA Helena's leadership team, joining a management team to direct and guide the agency. This position provides staff capacity to YWCA Helena's Board of Director's Resource Development committee, coordinates Board engagement in fundraising, develops fundraising and community engagement programs, and recommends and implements resource development policies.

The salary range for this position is \$58,000 - \$75,000, based on experience. Compensation includes 10 paid holidays, generous Paid Time Off (PTO), and 60% of employee's premium for medical, dental, and vision. YWCA Helena offers a 403(b) retirement plan during the first two years of employment and a pension plan, where the employee is fully vested, after 24 months of employment.

**Leadership, Vision, and Strategy**

- Promote and build a cohesive, collaborative team environment.
- Serve and participate in community-based or statewide committees and working groups related to YWCA Helena's programs of employee's professional field.
- Participate in professional associations and groups related to their field.
- Grows knowledge of the cultural, social, and economic background of the diverse populations served by YWCA Helena and the impact of cultural values and beliefs on their health status.
- Have a proven ability to navigate in an inclusive and diverse staff and client environment.
- Exhibit creativity and vision, have an ability to communicate creative ideas, and possess skills to motivate and encourage a team approach to new ideas.
- Encourage colleagues to embody leadership traits of appropriate vulnerability, courage, boundaries, reliability, accountability, confidentiality, integrity, nonjudgment, and generosity.
- Promote a culture of high performance and continuous improvement that values learning, curiosity, and a commitment to the mission of YWCA Helena.
- Maintain continuous lines of communication, keeping the Executive Director informed of all critical issues.
- Oversee, direct, and organize the work of the YWCA Helena Development team.

### **Management of Development Plan and Strategic Direction**

- Collaboratively work with Executive Director, colleagues, and Board of Directors to chart the near and long-term strategic direction of the organization's fund development program.
- Create, implement, and monitor annual development plan. This includes annual fundraising, major gifts, planned giving, ensuring donor database integrity, and infrastructure of development.
- Oversee the day-to-day management of development department operations and staff.
- Create and provide analysis and evaluation of development efforts.
- Develop and manage all tasks of fundraising campaigns, public relations, and general stewardship of external and supportive relationships with YWCA Helena. This includes but is not limited to mail appeals, e-news asks, small fundraising events, community engagement activities, restricted fund campaigns, social media, public relations activities, and media relationships.
- Implement the development and communications plan using best practices and ethical fundraising principles.
- Provides leadership and manages development staff.

### **Donor Cultivation and Stewardship**

- Cultivate, solicit, and steward corporate/business gifts, major donors, foundations, and individual donors. This includes in-kind givers.
- Ensure appropriate donor acknowledgement occurs in a timely manner.
- Actively recruit community partners and potential donors to monthly tours and casual meet & greet opportunities. This includes organizing monthly YWCA Helena 12th @ 12 Lunch and Tours.
- Create major donor portfolios within the YWCA Helena database that include gift strategies, preparing proposals, and identifying appropriate cultivation and engagement opportunities.
- Coordinate and lead fundraising events.
- Coordinate the YWCA Helena Rise and Shine Benefit Breakfast, including oversight and active solicitation of corporate sponsorships, volunteer recruitment, and leadership of Benefit Breakfast planning committee.
- Creates and implements donor and volunteer recognition events.
- Correctly accounts for all volunteer engagement in the fundraising database.

### **Communications and Public Relations**

- Develop and implement development integrated communication plan to promote YWCA Helena to the community, specifically targeting donors, volunteers, and community partners.
- Oversee all front-facing communications, including earned media, e-news, social media, and public relations. This includes advocacy materials for policy advancement aligned with the mission of YWCA Helena.
- Prepares and distributes media releases and facilitates radio and television appearances.
- Manages YWCA Helena's social media presence, producing fresh and creative content related to program announcements, activities, and fundraising events and campaigns. Works to build online engagement and presence with a variety of audiences.
- Oversees and actively manages YWCA Helena's website.
- Coordinates the design, printing, and distribution of appeals, marketing, and general agency communications. Oversees the creation of all written appeals and newsletters.
- Develops, maintains, and produces outreach materials, talking points, marketing collateral, and web-based tools.
- Develops and maintains an agency culture that celebrates the contributions of volunteers, cultivates volunteer participation as part of external marketing and public relations activities.

### **Grant Research, Writing and Management**

- Works with the Executive Director and Grant Writer to expand YWCA Helena's grant strategies and oversees compliance calendar.
- Aids in identifying funding needs and programs to be included in grant proposals.

**Perform other tasks as assigned by the Executive Director.**

**Minimum Knowledge, Skills and Abilities:**

- Passionate about YWCA Helena’s mission.
- Hold curiosity and willingness to learn and adapt.
- Have demonstrated success and experience in raising operational financial support.
- Knowledge and experience of the following is vital: the nature and dimensions of philanthropy, fundraising ethics, motivations for giving and volunteering, research and cultivation practices, best practice fundraising techniques, including face-to-face solicitation, proposal writing, special events, and direct mail.
- Effectively manage competing priorities and deadlines.
- Ability to work independently but value a teamwork environment.
- Be organized and flexible.
- Proficient skill in using standard office equipment, including a personal computer and associated software such as Microsoft Office programs, email (Outlook), databases (experience with Bloomerang a plus), Excel, and other related programs. Design program knowledge a plus.
- Excellent verbal and written communication skills.
- Ability to communicate and interact professionally with diverse stakeholders and clients.
- Ability to thrive with high volume, deadline driven tasks.
- A commitment to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

**Minimum Knowledge, Skills and Abilities:**

The knowledge, skills, and abilities are typically acquired through a combination of education and experience equivalent to a bachelor’s degree and 5 years of applicable progressive fundraising and marketing experience. CFRE preferred. Other combinations of education and experience which could provide such knowledge, skills, and abilities will be evaluated on an individual basis. Must have a valid driver’s license and auto insurance coverage. Will be able to embrace and commit to the mission and values of YWCA Helena. A belief in the mission of YWCA Helena and positive attitude toward YWCA Clients will be the most important key to success. Must believe in the shared humanity of all people, go the extra mile for someone in need, be willing to give someone the benefit of the doubt, treat each person as an individual and foster a return to independence, not greater dependence. Those who represent the diversity of our community are encouraged to apply Tuberculosis (TB) screening and CPR/First Aid certification are requirements for this position. The selected candidate will demonstrate sensitivity to the cultural and socioeconomic differences present among YWCA Helena’s staff, clients, and board. YWCA is an equal opportunity employer.

**Physical Demands**

- Ability to sit for long periods of time working at a desk with a computer
- Ability to lift 25 pounds

A background check is required for all staff at YWCA Helena. Please submit cover letter, resume, and three professional references to [denise@ywcahelena.org](mailto:denise@ywcahelena.org). This position is open until filled. To be considered for the first round of interviews, please submit your materials by Friday, December 6<sup>th</sup>, 2024.