

Job Description

Director of Marketing & Business Development

Position Summary: The primary goal of the Director of Marketing & Business Development is to develop and implement marketing, brand awareness, public relations and business partnerships that significantly increase awareness and revenue to California YMCA Youth & Government. The Director of Marketing & Business Development will be responsible for obtaining and documenting the success and ROI of the marketing and partnership initiatives through via assessments.

Reports To: The CEO

Responsibilities Include but not limited to:

- **Marketing:** Manage marketing and PR initiatives. Providing strategic insight that will drive business results by creating materials that help promote the organization's mission and body of work within YMCA communities we serve as well as the general public.
- Collaborate with Communications Director to update, edit and manage all internal and external communications materials
- **Brand Awareness:** Create strategy for a hands-on implementation of multi-channel marketing programs that generate increased brand awareness and participation within the YMCA communities we serve throughout the state as well as the general population.
- **Community Awareness:** Create and implement an awareness campaign covering all communities served by the organization. Work with the CEO to develop a marketing task force that will assist with promoting the organization's mission through print, media and events.
- **Business Development:** Create and manage internal and external revenue sources, ensuring they are all well informed on existing and new programs and events.
- Manage organization's Annual Giving Campaign as well as all other revenue generating platforms.
- Create corporate sponsorship packets for program and event support.

- **Donor Recognition:** Create and implement an overall cultivation and recognition program. Manage recognition and acknowledgement of all donations secured throughout all areas of giving.
- **Planning:** Create and implement organization's marketing and development plans. Provide the leadership needed to assure that the organization develops and implements sound marketing and development strategies so that consistently and, goals are met.
- **Financial Management:** Develop budgets and income/expense reports for all marketing, and business development areas.
- **Grant Development:** Research and identify corporate and foundation funding prospects. Prepare funding proposals. Secure grant funds.
- **Individual Giving:** Manage individual giving program, which includes annual giving campaign, direct mail, new letters and social media outlets.
- **Special Events:** Oversee the organization's specified Internal and External events. Ensuring organization guidelines are upheld, encouragement of new donors and the cultivation of existing stakeholders.

Knowledge, Skills and Abilities Required:

- 7-10 years strong marketing, brand awareness and partnerships and business development experience.
- Proven track record of generating leads and building sales pipelines.
- Experience in managing a marketing team or committee.
- Expert in developing marketing, public relations and media plans, strategies, tactics and execution.
- Ability to generate reports and calculate the ROI on marketing and business development initiatives.

Minimum Qualifications:

- Bachelor's Degree (Master's Degree a plus).
- Outstanding communication and public speaking skills.
- Strong work ethic; creative, takes initiative and gets the job done.
- A great collaborator, team player and a true colleague.