

About YWCA Central Carolinas

YWCA Central Carolinas is on a mission to eliminate racism, empower women and promote peace, justice, freedom and dignity for all. Our transitional housing programs serve up to sixty-six women and ten families facing homelessness by providing safe, affordable transitional housing and comprehensive support services on our Park Road campus. In our Youth Learning Centers, YWCA operates free, accessible literacy-based programs for K-5 grade youth, after school and all day during the summer. In our racial justice and advocacy work, we host forums and events to educate and mobilize our community to combat systems of oppression. And YWCA's co-ed fitness center empowers individuals in their wellness journey and connects them to our mission. YWCA Central Carolinas has served the Charlotte region since 1902, evolving to meet the changing needs of our community.

Position Objectives

The Senior Philanthropy Manager (SPM) will play an active role in ensuring the sustainability of YWCA's mission and programs through involvement in all aspects of fundraising, including: fundraising and donor relations focused on individual donors, leading the planning and implementation of YWCA's fundraising and stewardship events, and supervising staff responsible for the Raiser's Edge donor database and grant processes. This role will manage a low-to-mid level donor portfolio with opportunities to represent YWCA externally. The SPM will oversee systems and processes that support meaningful donor engagement and ensure timely, tailored stewardship for gifts at all levels. The SPM has supervisory responsibilities for YWCA's Philanthropy Manager, who manages Raiser's Edge and grant processes, and works closely with the Chief Philanthropy Officer (CPO) to set, meet and exceed fundraising goals. The ideal candidate has strong communication skills, operates with a high level of initiative and organization, and is both a strategic thinker and a detail-oriented executor. As a member of YWCA's philanthropy team, the SPM works closely with other team members to achieve our goal of connecting the broader community with YWCA's mission and programs and to raise the funds necessary to support our programs. This role collaborates across departments.

Duties and Responsibilities

Leads Annual Fund, Digital and Direct Mail Campaigns & Individual Donor Stewardship

- Leads a comprehensive annual fund program, with a focus on acquiring, retaining and increasing unrestricted individual donor support of YWCA.
- Manages the stewardship process for individual donors, ensuring that donors are thanked by the appropriate staff and/or board member on a consistent and ongoing basis. Manages board members in their stewardship of individual donors. Creates individual donor engagement processes and systems to strengthen and grow support for YWCA and to support a pipeline of major gift prospects.
- Oversees all mass donor communications – including solicitations and stewardship – in conjunction with the Marketing and Communications Manager. Creates, writes and executes direct mail and digital campaigns for annual support, restricted support and planned gifts.
- Manages a portfolio of mid-level individual donors (expected range: \$1,000-\$2,499), working to renew and upgrade those donors; conducts donor tours and donor meetings.
- Oversees donor systems and database strategy as supervisor to YWCA's Philanthropy Manager, who manages Raiser's Edge. Uses data to guide YWCA's individual giving strategy. With the Philanthropy Manager, researches and implements new strategies to support department goals and maximize YWCA's usage of data.

Plans and Implements Special Events

- Manages fundraising and stewardship events, including YWCA's We Believe fundraising luncheon and all donor stewardship events (expected 1-2 per year).
- Serves as primary donor contact for all events, including managing table hosts for We Believe.
- Collaborates with the Marketing and Communications Manager for all event communications.
- Leads the sponsorship process for YWCA's annual fundraising event, donor stewardship event and racial justice events, including: creating sponsorship levels and opportunities in partnership with the Marketing and Communications Manager; identifying, soliciting and securing sponsors; supporting volunteers in identifying

and soliciting sponsors; and stewarding sponsors.

Oversees Institutional Donor Relationships and Grant Processes

- Oversees grant and sponsorship processes as supervisor to YWCA's Philanthropy Manager, who leads the writing of grants and reports.
- Manages a portfolio of institutional funders, with a focus on acquiring, retaining and increasing their support of YWCA.

Supervises and Supports Philanthropy Manager

- Oversees hiring, onboarding and supervision of the Philanthropy Manager in coordination with the CPO and HR.
- Conducts timely, formal performance feedback for 90-day and annual reviews. In coordination with HR, administers written performance improvement plans as needed.
- Manages employee hours, supports employees with using payroll software and processes bi-weekly payroll tasks for Philanthropy Manager including ensuring timecards are accurate.

Supports Fundraising and Philanthropy Initiatives

- Coordinates and supports the board of directors' philanthropy committee and other board-related fundraising activities.
- Supports the planning of other YWCA events (racial justice events, volunteer events, etc.) as needed.

Education and Experience

Minimum of four years of fundraising work experience required with demonstrated success in creating and implementing fundraising strategies. Bachelor's degree with 4 - 6 years of relevant experience in fundraising work preferred. Knowledge of annual giving and grant-management best practices preferred. Strong, professional communication skills with the ability to express ideas effectively verbally and in writing. Strong writing skills are important in this position. Ability to interact with community members, program participants, staff and donors at all levels with a high level of professionalism, displaying the qualities of the mission and vision of YWCA. Experience using a donor database to extract, analyze and present data to inform decision-making preferred. Experienced user of Microsoft Office Suite. Collaborative approach to work while able to take ownership of tasks. Ability to manage multiple tasks simultaneously while being adaptable to changing work environments, work priorities and organizational needs. Ability to manage a multi-faceted project from start to finish. Highly motivated, self-directed, productive and proactive. Well-organized with exceptional attention to detail. Commitment to racial and gender equity and to the elimination of racism.

Benefits

- Medical Insurance
- Dental Insurance
- Vision Insurance
- Life Insurance
- Long-term Disability Insurance
- Short-term Disability Insurance
- Flexible Spending Account/Health Savings Account
- Dependent Flexible Spending Account
- 9 Paid Holidays and 3 Floater Holidays
- 19 days of Paid Time Off (increases in accrual at 2, 5, 7 and 10 years of employment)
- Extended Sick Leave
- Family Leave
- Volunteer Time Off
- 403(b) Retirement
- YWCA Retirement Fund (7% contribution made on your behalf after 2 years of employment)
- Employee Assistance Program
- Free YWCA Fitness Center Employee Membership (discounted family membership available)
- **Other:** Work will primarily take-place on-site at YWCA Central Carolinas' Park Road campus, with flexibility for ~1 remote work day per week.

Physical Requirements

The physical requirements described here are representative of those that must be met to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with

Position: Senior Philanthropy Manager

Status: Full-time, Exempt

Salary: \$58,000 - \$65,000

Reports to: Chief Philanthropy Officer

disabilities to perform their job. Required certifications for the position may have stricter physical requirements and when those conflict with the job description, YWCA will follow the requirements in the certification.

While performing the duties of this job, the individual is regularly required to talk or hear. Specific vision abilities required by this job include close and distant vision needed for using a computer. Frequently required to remain stationary while working at a computer and perform repetitive motion tasks that may include the wrists, hands, and/or fingers. Must be able to operate standard office equipment and keyboard. Frequently required to stand, walk, bend, stoop, kneel, crouch, push, pull, reach with hands and arms. May occasionally need to lift and/or move up to 25 pounds.

Other Information

Employment with YWCA Central Carolinas is contingent on successfully passing all of our pre-employment screenings, including but not limited to: a drug screening, reference checks, proof of certification (if applicable) and a background check. If applicable to the position, YWCA Central Carolinas employment may be contingent on a candidate meeting driver approval criterion as determined by motor vehicle record background check.

YWCA fully subscribes to the principles of equal employment opportunity and is committed to complying with all regulations under federal, state and local law. Recruiting and employment decisions are based on qualifications and capabilities to perform the essential functions of the job.

To Apply:

Submit cover letter, resume and YWCA Employment Application Form (available at ywcacentralcarolinas.org/work-with-us/) to hr@ywcacentralcarolinas.org with subject line: Senior Philanthropy Manager.