

DIRECTOR OF COMMUNITY ENGAGEMENT

YMCA OF THE OKOBOJIS
JOB DESCRIPTION

REPORTS TO
Chief Executive Officer

STATUS
Salaried Exempt

LEADERSHIP
Association Leadership Team

LOCATION
Bedell Family YMCA and Camp Foster

POSITION PURPOSE

The Director of Community Engagement leads strategies that connect people to the YMCA's mission, programs and charitable impact through marketing and relationship building. As a member of the Leadership Team, this position integrates community partnerships, philanthropy, volunteer engagement, communications and audience development to strengthen awareness, participation, belonging and support for the Bedell Family YMCA and Camp Foster.

KEY RESPONSIBILITIES

MARKETING, COMMUNICATIONS & STORYTELLING

- Guide integrated communications that increase awareness, participation, philanthropy and community understanding of the Y.
- Develop audience-centered stories and campaigns for web, email, social media, print, presentations, earned media and community outreach.
- Serve as association brand steward, ensuring communications follow YMCA standards and use a consistent, welcoming voice.
- Partner with program and leadership staff to promote membership, camp, programs, events, volunteerism and charitable impact.
- Support media relations, talking points and timely organizational communications in partnership with the CEO.

COMMUNITY ENGAGEMENT & PARTNERSHIPS

- Build and sustain relationships with schools, businesses, civic organizations, health partners, media, donors, alumni and other community stakeholders.
- Represent the YMCA at community meetings, events and presentations; identify opportunities for collaboration, outreach and shared impact.
- Create an annual community engagement plan informed by organizational priorities, audience needs and measurable goals.
- Engage volunteers and board members in outreach, cultivation, stewardship and mission advancement.

PHILANTHROPY & DONOR ENGAGEMENT

- Lead annual and multi-year fundraising strategies, including annual giving, capital and endowment initiatives, planned giving, grants and sponsorships in partnership with CEO and Leadership Staff.
- Identify, research and cultivate donors and prospects across member, alumni, business and community networks.
- Coordinate timely donor stewardship, recognition, impact reporting and meaningful engagement opportunities.
- Partner with the CEO, CFO, staff and volunteers on fundraising events, campaign goals, budgets and progress reporting.
- Maintain accurate donor and prospect records, gift documentation, reports and stewardship plans.

STRATEGY, INSIGHTS & LEADERSHIP

- Manage engagement, development and communications priorities, budgets, calendars, vendors and project timelines.
- Use donor, member and community feedback along with campaign and channel data to improve outreach and results.
- Equip staff and volunteers with clear messages, tools and training to represent the YMCA effectively.
- Promote a collaborative, inclusive and mission-centered culture and perform other duties that advance association priorities.
- Other duties as assigned.

QUALIFICATIONS

- Preferred bachelor's degree in communications, marketing, nonprofit management, business, human services or a related field, or an equivalent combination of education and experience.
- Three or more years of progressive experience in community engagement, fundraising, marketing, communications, partnerships or related work preferred.
- Demonstrated success building relationships, managing projects and translating mission impact into compelling messages and opportunities for involvement.
- Strong writing, presentation, facilitation, organization and interpersonal skills.
- Experience with donor stewardship, volunteer engagement, grants, sponsorships or fundraising campaigns preferred.
- Ability to complete all necessary training compliance pieces.

- Proficiency with Microsoft 365, digital communications, content tools, analytics and donor or customer relationship management systems.
- Ability to manage multiple priorities, exercise sound judgment and handle sensitive information with discretion.
- Commitment to the YMCA mission and core values of caring, honesty, respect and responsibility.

CAUSE-DRIVEN LEADERSHIP COMPETENCIES

COMMUNICATION Delivers clear, timely and audience-appropriate messages.	COLLABORATION Builds trust and creates shared ownership with staff, volunteers and partners.
RELATIONSHIP BUILDING Connects people, ideas and resources to strengthen community.	PHILANTHROPY Inspires charitable support by connecting generosity to meaningful impact.
INNOVATION Adapts strategies to changing community needs and audience behaviors.	RESULTS Uses goals, data and feedback to improve engagement and outcomes.

WORK ENVIRONMENT & PHYSICAL REQUIREMENTS

This role operates in office, program, camp and community settings and requires regular use of computers and mobile devices. Occasional evening, weekend and extended hours may be required for events, meetings or organizational needs. The role may include standing, walking, sitting, bending and moving supplies weighing up to 20 pounds. Reasonable accommodations may be made to enable qualified individuals to perform essential functions.

MEASURES OF SUCCESS

- Stronger community awareness, partnerships and participation across YMCA programs and initiatives.
- Growth and retention of donors, volunteers, sponsors and other mission-aligned supporters.
- Consistent, accurate and YMCA brand-aligned communications and storytelling.
- Effective fundraising, stewardship and engagement plans delivered on time and within budget.
- Progress toward mutually established annual goals reviewed through the YMCA’s performance management process.

ACKNOWLEDGMENT

This job description summarizes the primary responsibilities and expectations of the position. Duties may change based on organizational priorities and community needs. The YMCA of the Okobojis is committed to providing equal opportunity and a welcoming environment for all.

Employee Signature

Date

CEO Signature

Date