

Chief Development & Marketing Officer [CDMO]

REPORTS TO: CEO

EMPLOYMENT TERMS: FT

ORGANIZATION HISTORY AND IMPACT:

YWCA Northern New Jersey [NNJ] is on a mission to eliminate racism, empower women, stand up for social justice, help families, and strengthen communities. We are one of the oldest and largest women's organizations in the nation, serving over two million women, girls, and their families.

YWCA Northern New Jersey has been at the forefront of the most pressing social movements for 160 years — from voting rights to civil rights, from affordable housing to pay equity, from violence prevention to health care reform. Today, we combine programming and advocacy in order to generate institutional change in three key areas: racial justice and civil rights, empowerment and economic advancement of women and girls, and health and safety of women and girls.

Today, YWCA Northern Jersey is powering change by addressing the immediate needs of women and girls and the root causes of those needs. We pride ourselves on delivering services and programs designed to meet the unique requirements of local communities across our country.

YWCA Northern New Jersey is tackling the most challenging and pressing social justice issues facing our constituents:

- Working to end gender-based sexual harassment and violence.
- Providing affordable and educationally driven childcare and after-school programs.
- Increasing access for women and LGBTQ+ and other marginalized communities to fair workplaces, reproductive health care, and safety.

Our vision of a world where all women and girls are free ignites our collective imagination, guides our organizational practice, and is the constant benchmark we strive toward. In service of this vision, we lead strategic initiatives and policy campaigns to fight for the rights of women and girls, while centering people of color.

PRIMARY PURPOSE:

YWCA Northern New Jersey is seeking an experienced and visionary leader to fill the role of CDMO. The successful candidate will have a proven track record of designing and executing ambitious communications, marketing, and fundraising strategies in the five New Jersey counties we serve [Bergen, Essex, Hudson, Morris, and Passaic].

The CDMO will ensure that all of YWCA Northern New Jersey's public-facing efforts are strategically integrated, mission-forward, and well-funded.

The CDMO will oversee design and implementation of fundraising and communications strategies to expand the organization's growth. They will have the opportunity to evaluate current strategies, consolidate strengths, and develop and implement a plan to expand high-level engagement and meet the annual fundraising goal.

The ideal candidate will lead both the Communications and Development departments and will work closely with department leads to ensure that both are designed and empowered to execute smart collaborative outreach and engagement initiatives, building a broad base of support for a mission with high-stakes impact on millions of women and their families.

They will offer YWCA Northern New Jersey as a resource for reporters seeking opinions, information, or metrics on women's and racial justice issues in order to raise awareness of YWCA Northern New Jersey with all internal and external constituencies.

The CDMO will have a vision for the strengthening YWCA Northern New Jersey's fundraising and communication initiatives, overseeing the creation, implementation, and monitoring of a comprehensive fundraising and communications plan designed to engage with the organization's current and prospective donors.

RESPONSIBILITIES:

Reporting directly to the CEO, the CDMO will work closely with other members of the executive team. The CDMO is responsible for:

Strategy & Direction

- Will have a deep understanding of historical and present-day structural racism. Can consistently engage anti-racism practices and approaches with internal and external work.
- Lead the integration of the YWCA Northern New Jersey's Communications and Development Departments in a collaborative effort that engages prospective and existing supporters along a single shared continuum and develops new strategies for building the organization's profile and resources.
- Work with the Communications lead to create and implement an integrated marketing and communications strategic plan aligned with the organization's strategic priorities. The plan will include outreach goals, objectives, strategies and tactics for reputation and brand management and furthering the YWCA Northern New Jersey movement with the media, board, donors, local associations, the public, partners, public officials, and other key stakeholders.
- Provide strategic direction for marketing strategies that broaden and deepen support among prospective and actual partners and donors.

- Continue to develop infrastructure and capacity to help YWCA NNJ leverage its communication and development platforms to support general operations and local association grant opportunities.
- With the CEO and other key stakeholders, design and implement a plan to strategically engage the Board of Directors in YWCA Northern New Jersey's development and communications efforts to leverage their unique talents, interests, and networks.
- As a member of the senior executive team, provide vital input on strategic and operational planning and positioning for the YWCA Northern New Jersey.

Team Building & Management

- Design, recommend, and implement a staff structure that aligns investments with key strategic priorities and orchestrates regular collaboration and integration across roles and responsibilities.
- Provide steady and supportive leadership for the Development and Communications teams that includes staff across the two departments, including directors, managers, and support staff.
- Provide training and guidance to support high-level relationship-building and solicitation by Board members, the CEO, development staff, and senior staff attorneys, ensuring that participants are adequately informed and prepared for donor meetings and key events.
- Develop and manage the Development and Communications annual budget in a way that efficiently utilizes YWCA NNJ's resources and maximizes return on investment.
- Promote a culture of high performance and continuous improvement; establish outcomes measurements, track results and monitor impact.

Development

- Work with the Development lead to create a strategic fundraising plan that ensures that all elements of YWCA Northern New Jersey's development model—including sponsorships, small donors, major giving, and institutional support—are effectively integrated and leveraged to maximize engagement.
- Steer the design and growth of an individual major gifts pipeline by ensuring that assets are aggressively leveraged, that an effective moves management process is clearly developed, and that the Development team is well supported.
- Identify opportunities to build a comprehensive corporate partnership program consistent with YWCA Northern New Jersey's mission and values.
- Lead a collaborative effort with other functional areas of the organization to ensure a culture of philanthropy across the organization. Work with advocacy, capacity building, and mission impact teams to identify areas for potential philanthropic support and develop organizational strategies for success in generating revenue.
- Expand and diversify participation in sponsorships in order to provide mission-critical support for women enrolled in training YWCA Northern New Jersey's initiatives.

- Ensure compliance with all relevant regulations and laws, maintain accountability standards for relationships with donors, ensure compliance with code of ethical principles and standards of professional conduct. Ensure the data integrity and maintenance of all development files and records. Coordinate with finance to assure that all necessary records are accurate and available for reconciliation and auditing.
- Communicate NNJ fundraising goals, strategy and progress to the CEO, the staff and local Association leadership. Engage local associations in fundraising opportunities that benefit the organization at all levels.
- Work with the CEO, Development Committee Chair and Board Chair to ensure fulfillment of development roles and facilitate the optimal interaction between management and volunteer leadership.

Marketing and Communications

- Oversee the design and creation of compelling donor communications and stewardship materials that advance the YWCA Northern New Jersey's brand.
- Oversee media communications and content development including press releases, press packets, statements, CEO speeches, social media and web messages that build a strong case for the organization's compelling mission and vision.
- Identify and cultivate other YWCA Northern New Jersey individuals to serve as spokespersons for YWCA Northern New Jersey including board members, staff members, and local associations leaders – staff and volunteers.
- Ensure integration of overall communication messages with digital and social media content and work closely with digital and social media resources and Web/IT team to develop online engagement and community interaction with YWCA Northern New Jersey's platforms.
- Serve as editor-in-chief of the YWCA Northern New Jersey office external newsletter, ensuring that the newsletter includes strategic messaging, links to resources, and compelling content.
- Oversee the organization's PR and branding firms, including coordination, shared messaging and planning, contract, deliverables, budget, expenses and invoices.
- Cultivate media partnerships and build external relationships with key media and other stakeholders in collaboration with a PR firm to advance YWCA Northern New Jersey interests; serve as a spokesperson, as needed.

PROFESSIONAL QUALIFICATIONS:

Background

- Bachelor's Degree required; Masters' Degree preferred.
- At least 7 years in senior leadership with at least 5 years in a development and communication role.
- Knowledge of and passion for racial and gender justice activism, with the ability to serve as a compelling ambassador for these issues.

SKILLS AND ACCOMPLISHMENTS

- Record of orchestrating a systematic, goal-oriented, and highly strategic approach to comprehensive development and communications activities that achieve both department-level and organizational goals.
- Experience with YWCA Northern New Jersey's nonprofit, affiliate-based organizations a plus.
- Demonstrated experience leading and managing multi-faceted, complex projects with multiple constituents and external and internal partners (other YWCA NNJ staff, consultants, contractors, regions, local associations, coalitions and partner organizations).
- Outstanding major gift fundraising record in a complex non-profit environment, with a demonstrated ability to build a donor pipeline, secure six- and seven-figure gifts, and increase giving levels and revenue.
- Track record of orchestrating inspiring marketing, fundraising, and engagement campaigns that convert enthusiasm into action.
- Experience managing a department budget, priorities and metrics for success; skilled at managing and setting priorities and scope of deliverables for all YWCA Northern New Jersey communications staff and outside PR agency.
- Demonstrated ability to develop and mentor junior staff.
- Established network of media contacts.
- Demonstrated ability to build and mentor an innovative cross-functional team as well as develop and mentor junior staff.
- Experience working with foundations, including identifying foundation prospects, cultivating and stewarding foundation relationships, and overseeing the development of proposals.
- Exceptional writing, editing and proofreading skills to ensure consistently high-impact, engaging communications with a distinct YWCA Northern New Jersey voice and personality.
- Innovative thinker with a track record for translating strategic thinking into actions plans and output.

- Self-starter, ability to work and deliver results with a very high degree of autonomy and responsibility and with minimal direction and resources.
- Demonstrated ability to work collaboratively with a CEO and other members of a senior team to achieve results.
- Credible, engaging, and inspires confidence; professional confidence and maturity; highly developed interpersonal capabilities; clear, concise, persuasive written and verbal communications skills.

PERSONAL QUALIFICATIONS:

- The selected candidate must be passionate about YWCA Northern New Jersey's mission and vision. They must be a strong leader with a track record of success in fundraising and increasing brand awareness, with the ability to reach a broad array of stakeholders and further the organization's movement.
- The successful candidate will be an articulate storyteller and bring a passion and energy for news and communications across all platforms. They will have the ability to work effectively with and gain the respect of multiple constituencies, including senior executives and decision-makers, individual and institutional partners at all levels, and staff and team members across departments.
- Demonstrated ability to apply anti racism practices to team and all phases of development, work collaboratively with a CEO, consultants, Board of Directors and high-level volunteers to achieve results.
- They easily adapt and are flexible in a very dynamic, fast-paced environment and can multi-task, identify priorities and lead a team, keeping both details and the big picture in mind. They must be an intelligent, persuasive, and hardworking advocate and ambassador for the YWCA Northern New Jersey and its communications outreach.

YWCA Northern New Jersey is an Equal Opportunity Employer committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers and service partners. Therefore, YWCA Northern New Jersey employment, advancement and leadership recruitment processes ensure diversity in terms of age, color, disability, ethnicity, gender, gender identity or expression, marital status, origin or ancestry, race, religion, sexual orientation, genetic information, and/or military or veteran status.

Please submit a resume to: jobs@ywcannj.org