
VYJ DIRECTOR OF COMMUNITY ENGAGEMENT AND DEVELOPMENT

Job Description

Position Title: VYJ Director of Community Engagement and Development

Program/Department: Development/Administration

Immediate Supervisor: Executive Director

Work Schedule: Full time 8:30am – 4:30pm Monday through Friday

Benefits: Employee Health/Dental/Vision insurance and retirement plan

The VYJ Director of Community Engagement and Development will be responsible for providing strategic leadership for VYJ's fundraising, community outreach, public relations, and event initiatives. This position oversees the Development team and works collaboratively with staff, Board members, donors, community organizations, and stakeholders to strengthen awareness of VYJ's mission and expand organizational impact. Under the supervision of the Executive Director, this position will be responsible for the following tasks:

EVENTS:

- Lead the planning, coordination, and execution of all VYJ fundraising and community events in coordination with the Executive Director and Board Development Committee.
- Oversee marketing, advertising, sponsorships, registration and website updates for all VYJ events.
- Management and oversight of all annual VYJ events including Gumbo Gladiators, Give for Good, and any other event that falls within the scope of the organization.
- Track sponsor commitments and ensure timely delivery of sponsorship benefits.
- Coordinate with departments to ensure organizational activities are communicated internally and externally.

OUTREACH:

- Develop and maintain strong partnerships with community organizations, nonprofits, businesses, civic groups, and government agencies.
- Represent VYJ at community events, networking functions, and public engagement opportunities.
- Develop and conduct outreach presentations/events to various community groups and educational institutions in our community.
- Serve as liaison to professional and nonprofit associations including Association of Fundraising Professionals, Louisiana Alliance for Nonprofits, Institute for Nonprofit Administration Research, and Chambers of Commerce.
- Schedule and coordinate VYJ Calming Studio tours & The Harbor tours with appropriate participants.

FUNDRAISING & DONOR RELATIONS:

- Responsible for overseeing VYJ's donor relations program and managing fundraising campaigns and initiatives, including monthly giving campaign to include all advertising of fundraising campaigns.
- Oversee the development teams' efforts to identify multi-channel strategies designed to grow and diversify the donor base as well as engage and retain existing donors.
- Engage in professional development activities to understand and react to philanthropic and donor trends and effectively incorporate these into strategies and planning.
- Oversee the creation of mailing and email lists for organizational communications such as newsletters, holiday cards, annual reports, end of year appeal letters, and other events from Bloomerang database.
- Manage donor stewardship efforts, including acknowledgements, appreciation initiatives, and ongoing communication.
- Develop relationships with media contacts and oversee press releases, interviews, and public relations efforts.
- Coordinate in-kind donations and partnerships with local businesses and vendors.

ADMINISTRATIVE DUTIES:

- Ensure that VYJ promotional materials are updated and distributed to the appropriate departments, including designing new materials when needed.
- Supervise the Marketing and Communication Coordinator and oversee digital communications, website updates, social media collaboration, and public messaging.
- Create compelling organizational content including impact stories, statistics, newsletters, and program materials.
- Assist with annual appeal letter and annual report content for the organization.
- Meet with VYJ Directors to obtain schedule of events for each department to share with staff, Board members, community partners, and on social media platforms.

QUALIFICATIONS:

- Bachelor's degree in Communications, Marketing, Public Relations, Nonprofit Management, Business Administration, or related field
- Minimum of 3 to 5 years of experience in nonprofit development, fundraising, community engagement, or event management
- Strong leadership, communication, and relationship-building skills
- Experience managing fundraising campaigns and donor databases
- High level organizational and multitasking abilities