



**ROCKY MOUNTAIN YOUTH CORPS**  
**Position Description**

**POSITION TITLE:** Development Director  
**POSITION TYPE:** Full Time, Year-Round, Regular, Salaried, Exempt Employee  
**SALARY:** \$70,000-\$75,000 DOQ  
**BENEFITS:** Health, dental, vision, 401K, disability, and life insurance. Paid vacation, sick time, holiday, and parental leave. Potential remote and flex work options.

**ALL applicants must submit resume, three professional references, and cover letter to:**  
[development@rockymountainyouthcorps.com](mailto:development@rockymountainyouthcorps.com)

**Position Summary:**

The Development Director is a new position at RMYC and is responsible for the overall management of all philanthropic revenue for the organization. This includes grants – both public/government and private; individual donors and relations; fund/friend-raising events; and specialty campaigns. The Development Director is also responsible for overseeing external public relations and marketing for the organization.

Responsibilities include designing and managing the Annual Fund Development Plan and the Annual Marketing Plan with assistance and support from staff and board members. These plans will include desired outcomes and strategies. The Development Director will oversee all operations related to these strategies, including maintaining and managing the annual fund development calendar in collaboration with other relevant staff and board members; tracking and evaluating the effectiveness of the various strategies and campaigns in achieving desired outcomes; reviewing and revising strategies as needed for optimal effectiveness; and detailing and summarizing overall progress, success and results using key metrics. The Development Director is also responsible for presenting these results to staff, board, and other interested parties as appropriate.

The Development Director is supervised by the Chief Executive Officer (CEO), and supervises the Development Manager.

The following strategies and descriptions are based on the perceptions of the current CEO, and are subject to change, extrapolation, and omission as relevant and appropriate.

**1. GRANTS**

The Development Director is responsible for overseeing all aspects of grants, including:

- A. GRANTS MANAGEMENT:** Pursue existing and new grant opportunities; keep track of grant timelines
- B. GRANT APPLICATION:** Development Director will be the primary contact for grant applications and will pull all components together, submit the grant, and save any relevant documentation in shared files.
- C. GRANT AWARD / DENIAL:** Accept and record grant award (positive or negative), and any timelines thereof.
- D. GRANT REPORT:** Keep track of any reporting requirements and deadlines. Submit all grant reports.

## 2. INDIVIDUAL DONORS

Individual donors are engaged and managed through a variety of strategies. The Development Director is responsible for the overall management of these strategies with assistance from the Development Manager and other relevant staff.

- A. **ANNUAL APPEAL LETTER:** The Annual Appeal Letter is the largest formal appeal for individual donations.
- B. **COLORADO GIVES DAY:** Colorado Gives Day is generally in early December, and is managed in coordination with the Annual Appeal Letter.
- C. **ANNUAL REPORT:** The Annual Report generally comes out in March/April and includes a donation envelope.
- D. **PROGRAM PAPERWORK:** Program paperwork (for some programs) includes a plea for a donation towards scholarships or other needs.
- E. **MAJOR DONOR PLANS:** A Major Donor Plan currently does not exist, but should include specific plans for each major individual donor.
- F. **OTHER:** Other opportunities for encouraging donations include the REFUND strategy, which allows Colorado Residents to designate all or a portion of their CO Income Tax Return to a non-profit organization, and others.
- G. **DONOR RECOGNITION:** RMYC has a robust system for thanking donors. Additionally, all donors receive appropriate donation receipts, including Enterprise Zone donations as relevant.

## 3. PUBLIC RELATIONS and MARKETING

The Development Director will act as the organization's central point of contact for all external public relations and marketing. The Development Director will work closely with other relevant staff to plan and execute an Annual Marketing Plan including various dissemination venues through, and the variety of content of that information. Venues include social media, newspaper articles, newsletters, annual report, email blasts, and presentations. Content may include fundraising or special events, program and organizational highlights, and milestones such as anniversaries and strategic planning accomplishments.

## 4. FUNDRAISING EVENTS

RMYC has a history of hosting an annual Fundraising Event to raise awareness, friends, and funds. The Development Director is responsible for creating the annual fundraising event plan and desired outcomes thereof, with input and support from the Development Manager, coordinating all aspects of the events, and analyzing the effectiveness of events in reaching desired outcomes. The Development Director will also manage fundraiser events hosted by other community members, such as the Poker Run event in March 2022 hosted by the Steamboat Rotary Club.

## 5. CAMPAIGNS

Campaigns are one-time events or strategies to raise funds for a specific need such as a capital project, building an endowment, increasing planned giving, or scholarship drives.

## 6. CORPORATE SPONSORS

RMYC has had some success at cultivating corporate sponsors. However, those successes were minimally planned or managed for the greatest effectiveness. The Development Director will research and nurture community and organizational leads surrounding corporate sponsorships to increase the engagement and impact of such relationships. One example is Big Agnes providing all RMYC staff and members with discounted, and sometimes free, gear and personal apparel.

## **7. SCHOLARSHIPS**

RMYC offers scholarships for program fees and for personal gear needs to participate in our programs. Scholarship funds come from grants and individual/small business donations. Some gear, such as sleeping bags, pads, and tents is donated by businesses such as Big Agnes and REI. The Development Director is responsible for managing the scholarship funds and gear donations, the requests, and the awards to participants.

## **8. VOLUNTEERS**

The Development Director is responsible for coordinating all aspects of volunteers, including engagement, project identification, record keeping, and appreciation of volunteers. Other staff will support the volunteers as appropriate and directed by the Development Director. In the past, we have hosted volunteers from the Routt County United Way, student clubs and sports teams, service clubs, and other outside volunteers for projects mostly around our campus.

## **PHYSICAL DEMANDS and WORK ENVIRONMENT**

RMYC is committed to the full inclusion of all qualified individuals and will ensure that persons with disabilities are provided reasonable accommodations to perform essential job functions. Some positions may require periodic overnight travel, non-traditional work hours and physical ability to walk, climb, balance, stoop, kneel, crouch, type, read, repetitive motions, lift up to 25 pounds, and/or use tools/equipment on an infrequent or frequent basis. Ability to safely drive an organizational vehicle may also be required. Noise level is typically low to moderate.

## **MINIMUM and PREFERRED QUALIFICATIONS**

- Bachelor's degree in business or related field is preferred
- A minimum of 5 years experience in creating, implementing, and managing Fund Development and Marketing Plans for a medium size non-profit organization is preferred
- Experience managing a major capital campaign is preferred
- Experience cultivating and managing major individual donors is preferred
- Experience in obtaining large government and private grants is preferred
- Exceptional personnel management skills, including written and verbal communications
- Excellent ability to multi-task and prioritize in a busy, fast-growth environment
- Proficiency in MS Word, Excel, Power Point, and Google Workspace
- Exhibit extraordinary discretion, flexibility, and passion for the mission
- Ability to maintain confidentiality
- Strong organizational skills
- The ability to carry out assigned work independently or with minimal supervision
- Ability to work with others and seek assistance when needed
- Must be able to pass RMYC's criminal history checks
- Valid Driver's License and Insurable Driving Record

***RMYC is an equal opportunity employer, drug free workplace and complies with ADA regulations as applicable. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.***