



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

LEADERSHIP TEAMWORK EXCELLENCE

Job Description – Senior Director of Community Impact

MANITOWOC-TWO RIVERS YMCA

Job Title: Sr. Dir. Of Community Impact

Reports to: CEO

FLSA Status: Full-Time Exempt

Leadership Level: Multi- Team Leader

Revision Date: April 2024

Primary Department: Programs

POSITION SUMMARY

Serves as a member of the Executive Leadership Team and provides strategic leadership to advancing the YMCA's mission through program design, development, and implementation. This is the lead position dedicated to ensuring exceptional staff team development and creating an atmosphere of outstanding and measurable community impact through programs and services designed for youth development, healthy living, and social responsibility.

OUR CULTURE

Our mission and core values are brought to life by our culture. In the Y, we strive to live our cause of strengthening communities with purpose and intentionality every day. **We are welcoming:** we are open to all. We are a place where you can belong and become. **We are genuine:** we value you and embrace your individuality. **We are hopeful:** we believe in you and your potential to become a catalyst in the world. **We are nurturing:** we support you in your journey to develop your full potential. **We are determined:** above all else, we are on a relentless quest to make our community stronger beginning with you.

ESSENTIAL FUNCTIONS

- Develops and directs high-quality member engagement strategies and programs which support our Y's strategic plan. Establishes plans for the growth and continuous improvement of programs and services, in harmony with overall YMCA objectives and capacity, identifying opportunities to maximize utilization of our spaces.
- Along with CEO and Finance team, provides leadership to the budgeting process so that resources are devoted to top priorities and strategic objectives. Ensures operating budgets meet or exceed targets. Recommends adjustments to the budget to ensure a balanced operation and submits timely, relevant reports on current operations.
- Direct reports include Aquatics Director, Gymnastics Director, Tennis/Pickleball Lead Staff, Youth Sports, Wellness Leads, and other Lead-level and higher staff hired to do the work of exceptional facility member engagement.
- Recruits, hires, trains, and provides ongoing support to diverse staff and volunteer teams. Reviews and evaluates staff performance. Develops strategies to motivate staff and achieve organizational goals. Guides others on how to strengthen knowledge, skills, and competencies that improve organizational performance.
- Works closely with Director of Community Engagement and marketing staff to effectively communicate community benefit and the Y's impact for all stakeholders (e.g., staff, donors,

MANITOWOC-TWO RIVERS YMCA

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volunteers, members, community leaders); develops positive working and collaborative relationships with other organizations, businesses, and governmental entities.

- Engages as an active member of the Upper Midwest State Alliance Peer Communit(ies) as appropriate.

LEADERSHIP COMPETENCIES

Candidates for this particular role will be expected to demonstrate strength and willingness to continually improve in the following areas:

Communication and Influence

- Uses effective and persuasive communication skills to represent the Y as a thought leader in the community.
- Proactively communicates during critical and important situations, such as crisis or disaster situations.
- Gets things done through others by effectively reading and interpreting the culture, decisions, networks, and politics in the organization.

Change Leadership

- Initiates changes to improve the Y, meet community needs, and maximize impact.
- Creates a sense of urgency to support change initiatives.
- Manages implementation of change by understanding and addressing the impact of change on cultures, systems, and people.
- Aligns time and resources to allow new approaches to catch on, evolve, and thrive.
- Plans for resistance as part of the change process and develops strategies to help adapt and accept change initiatives.

Program/ Project Management

- Designs practices, processes, and procedures for strong project management (e.g., project charter, risk mitigation).
- Organizes people and activities for efficiencies and effectiveness.
- Measures progress against strategic goals and ensures continuous improvement.
- Continually evaluates progress, impact, and outcomes; makes process improvements and adjustments as needed.

Fiscal Management

- Manages the budgeting process so that resources are devoted to top priorities and strategic objectives.
- Institutes sound accounting procedures, investment policies, and financial controls.
- Uses data to analyze financial trends and forecast future financial progress for the organization

QUALIFICATIONS

- Bachelor's degree or a related field equivalent.
- YMCA Multi-Team Leader certification preferred
- Three or more years of experience with program leadership or development, supervision of teams, budget management and project management.
- CPR, First Aid and AED certifications required within 30 days of hire.
- Ability and current license to drive with record that meets YMCA standards.



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- Ability to perform duties using latest technology, including, but not limited to Microsoft Office Suite, social media, online database software.
- Ability to respond to safety and emergency situations.

SUPERVISORY RESPONSIBILITIES

Directly supervises multiple teams; carries out supervisory responsibilities in accordance with the organization's policies, mission and applicable laws. Responsibilities include interviewing, hiring and training employees, planning, assigning and directing work, appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

WORK ENVIRONMENT & PHYSICAL DEMANDS

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

- While performing the duties of this job, the employee is regularly required to use a computer for extended periods of time and be able to communicate using a computer and phone/smart device.
- The employee frequently is required to sit and reach, and must be able to move around the work environment.
- The employee must occasionally lift and/or move up to 10 pounds.
- Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust.
- The noise level in the work environment is usually moderate.