



DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS

Location: Santa Ana, CA
Reports to: Executive Director

Classification: Exempt Full Time

About: Project Youth is the most established, most effective youth diversion and prevention program in Orange County. Every day, and in every role, we contribute to our critical mission of breaking cycles of crime and poverty by empowering youth and strengthening resilience through a human-centered, whole-family approach. By embodying our core values, we work together to serve over 1,500 youth and their families each year.

Summary: The Director of Development and Communications will serve as a senior leader at PYOC, reporting directly to the Executive Director. This innovative and forward-thinking professional will be responsible for driving the organization's brand strategy, managing external communications, and leading growth initiatives that expand the organization's reach and impact. The Director will oversee social media, strategic partnerships, community outreach, key relationships, and develop fundraising efforts to support organizational expansion and sustainability. This role requires a strategic leader who is passionate about storytelling, growth, and innovation. The Director will be instrumental in developing and implementing initiatives that advance the organization's mission, increase brand awareness, deepen community engagement, and secure the financial resources needed for continued growth.

YOU'LL BE RESPONSIBLE FOR:

Brand Strategy & Communications

- Lead the creation and execution of a comprehensive brand strategy to elevate Project Youth OC's visibility and influence across Orange County and beyond.
- Lead all external communications, ensuring consistent messaging across digital, print, and media channels.
- Direct and create all external communications, including media relations, social media, website, public speaking engagements, and digital marketing, ensuring that messaging is consistent and impactful.
- Collaborate with the Program team to develop key messages, storytelling initiatives, and media strategies that highlight the organization's successes and build public awareness and support.
- When needed, act as a spokesperson for the organization, representing Project Youth OC at high-profile events, conferences, and with media outlets.

Fundraising & Resource Development

- Develop and execute fundraising strategies that support organizational growth, donor cultivation, grant winning, and corporate sponsorships.
- Create opportunities for new fundraising campaigns, events, and other initiatives aimed at securing financial support from individual, corporate, and foundation donors.
- Build and maintain strong relationships with Board Members, donors, partners, and stakeholders to ensure continued support and engagement.
- Work closely with the Executive Director and Associate Director to align resource development efforts with long-term organizational goals.

Strategic Partnerships & Growth Initiatives

- Identify and cultivate strategic partnerships with corporations, foundations and community organizations that align with Project Youth OC's mission and goals.
- Actively engage with stakeholders and community leaders to build long-lasting relationships that support the organization's growth and sustainability.
- Represent Project Youth OC at public events, forums, and networks, enhancing the organization's reputation and influence in the youth development sector.

Organizational Leadership & Vision

- Act as a strategic thought partner to the Executive Director and senior leadership team, providing insights and recommendations for advancing organizational goals.
- Conduct market and community analysis to ensure that the organization is responsive to emerging opportunities and needs, positioning Project Youth OC as a leader in youth development.
- Develop, lead, and implement an integrated brand, marketing, and communications strategy internally and externally.
- Collaborate cross-functionally with all departments to ensure that growth strategies are aligned with the operational and financial capacity of the organization.
- Assist in the development of the organization's annual budget, ensuring alignment of marketing, communications, and fundraising goals with financial planning.
- Support the Executive Director and provide strategic leadership in identifying new opportunities for organizational growth, program development, and resource diversification.
- Promote a positive and inclusive work environment that empowers staff and aligns with Project Youth OC's core values.

YOU MUST HAVE:

- Bachelor's degree in a related field.
- At least 5 years experience in strategic leadership roles for nonprofit growth.
- Strong leadership skills with a demonstrated ability to manage teams, drive performance, and foster a culture of collaboration and innovation.
- A track record of success in developing and executing growth strategies, preferably within a nonprofit or mission-driven organization.
- Excellent communication, storytelling, and public speaking skills, with the ability to engage diverse audiences and stakeholders.
- At least 3 years experience in fundraising, donor relations, and partnership development, with a history of building strong relationships and securing financial support.
- Ability to think strategically, creatively, and analytically, with a passion for youth development and social impact.
- *Eligibility: Authorization to work for any employer in the United States is required.*

IT'S AN ADDED PLUS IF YOU HAVE:

- Salesforce experience.
- Management experience.

YOU'LL BE SUCCESSFUL IF:

You're not only driven -- you're a self-starter

You work independently. Even if no one else were in the office, you'd work just as hard and just as meticulously.

You're uniquely people-oriented

You're capable of cultivating productive relationships. Working closely with everyone from our families to Fortune 500 CEOs, philanthropists and influencers; managing diverse personalities doesn't intimidate, but excites you. You build and develop these relationships with intelligence, maturity, and professionalism. You're inviting, discerning and thoughtful.

You have a remarkable track record

You have a history of leading successful initiatives with measurable results that have impacted the bottom line. Your years of applicable experience have cultivated your wisdom and nuanced creativity for this position.

You're a hunter and a closer

You're comfortable asking for money and are not afraid to hear no. You enjoy the thrill of uncovering new revenue streams and finding supporters who have never heard of Project Youth. You approach relationships thoughtfully and operate with poise, dignity, and reliability.

You're a great communicator & storyteller

You take your role seriously, knowing that someone's experience with Project Youth can start -- or end -- with you. You listen to understand and you communicate the mission clearly and consistently. You don't just create content, you know how to weave emotion and impact. You're passionate about giving every person interacting with PYOC an unforgettable experience.

You believe in the future of Project Youth

You take your responsibilities seriously; the success of this role is critical to our organization's growth.

WHY CHOOSE PROJECT YOUTH?

You'll have a career that truly makes a difference in the lives of young people and their families. You will join a team that is committed to doing the work and challenging each other to be an organization in which everyone is respected and heard. You'll experience a culture committed to providing genuine opportunities for people to thrive. You'll receive quarterly personal and professional development opportunities. You'll receive generous vacation and 14 paid holidays off in addition to a week in December! You'll qualify to receive comprehensive health insurance (and we pay 100% of your employee contribution premiums for medical, dental, vision, AND basic life insurance), 403(b) retirement plan with a matching program.

WORK ENVIRONMENT:

- Routine office environment, routine independent travel.
- Occasional nights and weekends.

The environmental conditions described are representative of those that must be met by an employee to successfully perform the functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. Job description is intended to describe the general nature and level of work being performed by individuals assigned to this position. This is not intended to be an exhaustive list of all duties, responsibilities, and required skills. Job Description may be subject to change to meet the needs of the organization. Your employment with PYOC is "at will," meaning that either you or PYOC may end your employment at any time and with or without cause.