



Senior Director, Development and Campaign Operations

Asphalt Green

New York, NY

Salary: \$160,000 - \$180,000

The Organization

Asphalt Green is a nonprofit organization that transforms lives and builds community through sports, fitness, and play for all.

From toddlers making their first splash in the water to Olympic athletes training for glory, young people trying a new sport or older adults looking to stay active, Asphalt Green empowers athletes of all ages, backgrounds, and abilities to live active and healthy lives.

Asphalt Green believes everyone deserves access to high-quality sports, fitness, and play opportunities and puts its vision into action through world-class fitness memberships, nationally competitive sports teams, and community programs that break down barriers to play. Some of these impactful programs include free swim classes for public school students, sports leagues, and older adult fitness. Some of Asphalt Green's other signature programs include Asphalt Green Unified Aquatics (AGUA), among the nation's premier competitive youth and Masters swimming teams, nationally and regionally-ranked Asphalt Green Soccer Club (AGSC), AG Basketball and Volleyball, and its renowned summer day camp.

Asphalt Green is in its second year of a five-year strategic plan and on an accelerated path to broaden its impact to provide sports, fitness, and play to people of all backgrounds. Laser-focused on growth, expansion, and new opportunities, Asphalt Green has successfully grown its revenue by 40% in only two years.

With sites located on the Upper East Side, Battery Park City in Lower Manhattan, and a new site in Crown Heights, Brooklyn, Asphalt Green's programs reach across New York City to all five boroughs and serve 20,000 people every day. Excellence is at the core of its mission. Whether on-campus or off-campus, beginner or Olympic level, Asphalt Green brings its deep expertise, exceptional coaching, and commitment to excellence to all its programs.

For more information about Asphalt Green, visit www.asphaltgreen.org.

The Position

This is an exciting opportunity for an exceptional fundraising operations leader to join Asphalt Green's expanding development team during a time of organizational growth and as we embark on a transformational capital campaign. Reporting to the Chief Development Officer, the Senior Director of Campaign & Development Operations (Senior Director) will oversee development operations and services while helping to lead the execution of capital campaign strategy, management, and reporting.

The Senior Director will lead administrative and financial operations of the development department to support an ambitious fundraising strategy and will provide oversight of gift administration; annual fund; donor relations/stewardship; business intelligence & analytics; and data, systems, and information technology in support of fundraising. The Senior Director will supervise a small team of full-time and freelance specialists, while working closely with Asphalt Green's finance, IT, data & marketing teams to serve development and campaign operations.

This position is based on Asphalt Green's Upper East Side campus.

Fundraising and Campaign Operations

- As the organization's development operations expert, the senior director will implement and oversee all supporting systems, infrastructure, and development services required for the execution of a successful comprehensive capital campaign.
- Oversee all campaign reporting, including tracking progress/momentum and managing timelines and milestones.
- In partnership with Marketing and Development, oversee preparation of campaign materials and presentations for leadership, including Board of Directors and campaign steering committee members.
- Research and benchmark against peer programs to ensure adoption of best practices.
- Maintain and update fundraising guidelines and supervise the creation of fundraising policies and procedures.
- Supervise reconciliation of gifts and commitments with the Finance department.
- Manage contracts and vendor agreements.



Gift Administration, Donor Relations & Compliance

- Ensure compliance with IRS regulations, federal and state laws, and Asphalt Green's development policies and procedures.
- Manage gift administration, ensuring accurate recording of gifts and timely acknowledgements.
- Manage the donor relations program, including implementation of strategic stewardship initiatives and oversight of prompt generation of gift acknowledgements.

Data & CRM Systems

- Implement and oversee best practices for CRM/database maintenance, systems management, data hygiene/integrity, and reporting.
- Advise Development and Data teams on optimal CRM use to achieve departmental goals.
- Provide training and documentation for CRM processes and procedures.

Prospect Strategy, Research & Analytics

- Lead a comprehensive prospect research and portfolio management operation; manage freelance researcher and partner with the Development team to analyze and organize portfolios.
- Collaborate with data team to create fundraising dashboards and analyses, leading efforts to identify trends and insights to inform development strategy.
- Create systems and models to actively identify new campaign and major gift prospects, working with the CDO to assign prospects for cultivation.

ROLE OVERVIEW (cont.)

Revenue (2025)	Comprehensive Capital Campaign	Direct Reports	Impact
\$38M Program Services: \$32M Philanthropic Giving: \$5.35M	\$80M goal over 6 years \$45-50M capital \$30-35M operating	Data and Development Operations Specialist Freelance prospect researcher	>\$10M in free and subsidized programming annually Have taught over 100K people to swim Serve 20K New Yorkers daily

THE IDEAL CANDIDATE

The ideal candidate for the Senior Director position possesses the following competencies:

Strategic Mindset Seeing ahead to future possibilities and translating them into breakthrough strategies.	Operational Insight Applying knowledge of business and the operating environment to advance the organization's goals.	Financial Acumen Interpreting and applying understanding of key financial indicators to make better decisions.
Plans & Aligns Planning and prioritizing work to meet commitments aligned with organizational goals.	Optimizes Work Processes Knowing the most effective and efficient processes to get things done, with a focus on continuous improvement.	Manages Workflow Providing direction, delegating, and removing obstacles to get work done.

THE IDEAL CANDIDATE (cont.)

Additional Qualifications

- 7+ years of relevant development experience, including prior instrumental involvement in execution of an eight-figure plus capital campaign.
- Strong technical expertise in prospect research software, database management, software, and systems tools. Experience with Salesforce, iWave, and Microsoft tools preferred.
- Current knowledge of IRS and CASE requirements for fundraising.
- Highly experienced in gift administration donor relations best practices, and data analysis and interpretation.
- Experienced in creating project budgets and tracking outcomes and financial progress throughout grant/pledge cycles.
- Strong project management skills.
- Desire to reach aggressive goals.
- A strong understanding and ability to communicate the mission and programs of Asphalt Green.
- Results-oriented self-starter with an entrepreneurial and innovative spirit.
- Passion for Asphalt Green's mission and the ability to serve as an ambassador for the organization.



WORK ENVIRONMENT

This position is located in Asphalt Green's offices in the Upper East Side. This is a hybrid role with at least 3 days in office.

COMPENSATION AND BENEFITS

The salary range for this position is \$160,000 to \$180,000 and Asphalt Green offers a comprehensive benefits package including medical, dental, and vision insurance and generous paid time off.

TIMELINE AND NEXT STEPS

If you are interested in this position, please [click here](#). All applicants will receive an email confirming receipt of their application.

We encourage candidates of all backgrounds to apply even if you do not meet all of the qualifications outlined above. If you are selected to move forward for an initial screening call, we expect you to hear from us by October.

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[Submit an application](#)