

eliminating racism
empowering women

ywca

Asheville

CHIEF EXECUTIVE OFFICER

POSITION PROFILE



FIND GREAT PEOPLE
TO BUILD GREAT COMPANIES

ABOUT YWCA USA

YWCA USA is on a mission to eliminate racism, empower women, stand up for social justice, help families, and strengthen communities. YWCA USA is the national membership organization that leads, stewards, strengthens, and supports a nationwide network of independent YWCAs through shared standards, brand integrity, capacity building, and collective impact, while elevating innovation, resources, and the leadership of people primarily women and girls locally, nationally, and globally.

YWCA has been at the forefront of the most pressing social movements for more than 160 years — from voting rights to civil rights, from affordable housing to pay equity, from violence prevention to health care reform. Today, we combine programming and advocacy in order to generate institutional change in three key areas: racial justice and civil rights, empowerment and economic advancement of women and girls, and health and safety of women and girls.



OUR MISSION

ELIMINATING RACISM. EMPOWERING WOMEN AND
PROMOTING PEACE, JUSTICE, FREEDOM AND
DIGNITY FOR ALL.

OUR PRIORITIES



Racial Justice
and Civil Rights



Empowerment and
Economic Advancement



Health and
Safety

ABOUT YWCA ASHEVILLE

Established in 1907, YWCA Asheville is dedicated to eliminating racism, empowering women, nurturing children, and promoting health. We offer programs and advocate for policy change to bridge gaps in education, health, childcare, and earning power for women and families in our community and beyond.

YWCA ASHEVILLE SHATTERS BARRIERS AND
BRIDGES GAPS FOR WOMEN AND FAMILIES.

OUR ADVOCACY

Advancing Racial Justice

YWCA combats racism through advocacy, education, and programs that advance racial justice.

Empowering Women

YWCA empowers women, advances gender justice, and transforms lives with impactful programs.

Promoting Health

YWCA Asheville: Inclusive, Diverse, Healing-Centered Wellness for everyBODY.

Nurturing Children

YWCA's Childcare Programs help families thrive by providing care and education for their children.



OUR PROGRAMS

YWCA Asheville supports women and families through programs that address key needs in childcare, health and wellness, education, and financial stability. These offerings are designed to help individuals build skills, access resources, and thrive in a supportive community. Our programs include:

- Childcare
- Health & Wellness
- Racial Justice
- MotherLove
- Getting Ahead
- Light a Path



POSITION SUMMARY

The CEO will champion an inclusive and equity-centered organization that inspires staff and members and advances YWCA Asheville's mission to eliminate racism, empower women, and promote peace, justice, freedom, and dignity for all. Leadership includes all aspects of organizational operations, including strategic planning, fundraising, program development, financial management, advocacy, and staff leadership. As the organization's chief ambassador, the CEO will focus on building community partnerships and advancing programs and initiatives that promote equity and social justice throughout the region.

Reports to: YWCA Board of Directors through the Board President

Located: Asheville, NC

AREAS OF RESPONSIBILITY

Strategic Leadership

- Provide visionary leadership in executing the organization's strategic plan, advancing the YWCA Asheville's mission, community impact, and long-term sustainability.
- Drive revenue growth and long-term sustainability through strategic financial planning, program innovation, and stewardship of earned and contributed income.
- Lead major capital initiatives, including the natatorium renovation, ensuring strong fiscal stewardship, proactive risk management, stakeholder alignment, and successful project outcomes.
- Cultivate a culture grounded in equity, inclusion, accountability, continuous improvement, and transparent communication.
- Collaborate with the Board of Directors to drive strategic vision, governance, fundraising, and organizational accountability, supporting effective planning and decision-making.
- Strengthen board effectiveness through recruitment, committee support, board education, regular communication, and service as an ex-officio advisor to board committees.

Community Engagement & Advocacy

- Elevate awareness and understanding of the YWCA Asheville's mission, programs, and community impact through effective external communications and relationship-building.
- Serve as the organization's primary spokesperson, advocate, and ambassador with community stakeholders, government officials, media, and the general public.
- Advocate locally, regionally, and nationally for policies and initiatives that advance racial justice, gender equity, and social change at the local, state, and national levels.
- Build and strengthen strategic partnerships with community organizations, civic leaders, corporate partners, and other stakeholders to advance the YWCA Asheville's mission and collective impact.

Financial & Operational Oversight

- In partnership with the CFO, ensure sound fiscal stewardship, regulatory compliance, risk management, and effective operational practices across the organization.

AREAS OF RESPONSIBILITY

- Steer the development of annual budgets and financial strategies, ensuring resources are deployed effectively to achieve organizational goals and mission outcomes.
- Monitor organizational performance through financial, operational, and programmatic metrics to ensure accountability, effectiveness, and mission impact.
- Provide oversight of facilities, campus operations, and capital assets to ensure safe, efficient, accessible, and mission-aligned environments.

Fundraising and Resource Development

- Lead fundraising and resource development efforts to secure the philanthropic support necessary to advance the organization's mission and strategic priorities.
- Actively cultivate, solicit, and steward relationships with major donors, foundations, corporations, government funders, and other key funding partners.
- Build and leverage strategic partnerships with community organizations, mission-aligned stakeholders, and the Board of Directors to advance organizational impact, expand funding opportunities, and execute annual and long-term fundraising strategies.
- Expand and diversify funding sources to strengthen long-term sustainability and mission impact.

Talent, Team, and Culture

- Cultivate an inclusive, collaborative culture that reflects the YWCA Asheville's mission, values, and commitment to equity, accessibility, and belonging.
- Work closely with the Director of People and Culture to enhance employee experience through talent retention strategies, fair and competitive compensation practices, and a culture of engagement, respect, and continuous improvement.
- Champion a thriving workplace culture by promoting employee engagement, staff appreciation, professional and leadership development, performance excellence, succession planning, and YWCA Asheville's commitment to racial justice and gender equity throughout the organization.

QUALIFICATIONS

- Bachelor's degree in social work, nonprofit management, business administration, public administration, or a related field; advanced degree or equivalent executive experience welcomed.
- Demonstrated commitment to racial equity, gender justice, and the empowerment of women, girls, and gender-diverse people.
- Progressive leadership experience, including meaningful time in executive or senior leadership roles; experience in nonprofit management strongly preferred.
- Proven track record in fund development, including major gifts, capital campaigns, and grant acquisition.
- Strong financial acumen with experience overseeing organizational budgets, managing fiscal risk, and reporting to a governing board.

QUALIFICATIONS

- Exceptional interpersonal and communication skills; ability to build trust across a wide range of stakeholders, including donors, community partners, government officials, program participants and staff.
- Experience with board governance and effective board-staff relationships.
- Ability to lead through complexity, ambiguity, and organizational change with clarity and stability.

Preferred

- Familiarity with the Asheville/WNC region, the community, the local history and the philanthropic landscape.
- Experience leading organizations serving multilingual communities
- Spanish language proficiency is a plus
- Experience with capital construction projects or facility management.
- Experience leading health and wellness, aquatics, or community center programming.

BENEFITS

YWCA offers a competitive executive compensation and benefits package, including comprehensive health and welfare benefits, retirement savings opportunities, employer-sponsored insurance programs, wellness resources, and other benefits designed to support employees' financial, physical, and personal well-being. Details of the executive compensation and benefits package will be discussed with selected candidates.

YWCA Asheville is an Equal Opportunity Employer. As such, in compliance with and as required by federal and state law, all applicants are considered without regard to race, color, religion, national origin, sex (including gender identity, sexual orientation, and pregnancy), age, disability, or genetic information.

ABOUT ASHEVILLE, NC

In the heart of the Blue Ridge Mountains, Asheville, North Carolina offers a unique blend of natural beauty, cultural vibrancy, and deep historical significance. Asheville is known for its thriving arts community, walkable downtown, locally owned restaurants, and exceptional access to outdoor recreation. Residents enjoy a lifestyle that balances creativity, wellness, and community engagement, supported by strong educational institutions including UNC Asheville, Warren Wilson College, and nearby Montreat College.



Beyond its scenic landscapes and vibrant culture, Asheville is shaped by a rich and influential history. The city has long been home to a dynamic Black community whose contributions have helped define Asheville's character and growth. The Historic YMI Cultural Center—founded in 1893 and one of the oldest Black cultural centers in the United States—remains a cornerstone of Black heritage and community life in downtown Asheville. Nearby, the Southside neighborhood has served as a historic center of Black culture, entrepreneurship, faith, and civic leadership for generations and continues to be an important part of the city's identity today.



Asheville is also home to a strong legacy of women's leadership and social impact. The YWCA of Asheville, located in the Southside community, has played a vital role for more than a century by advancing racial justice, empowering women, supporting families, and strengthening opportunities for underserved populations. Together, institutions such as the YWCA and YMI (one of America's oldest Black cultural centers) reflect Asheville's longstanding commitment to inclusion, community development, and social progress.

Sources:

- City of Asheville – Community and city overview
- The Urban News
- YMI Cultural Center