

Southwest Harbor Public Library

JOB DESCRIPTION
DEVELOPMENT AND MARKETING MANAGER

Position Title: Development and Marketing Manager

Reports to: Library Director

Supervises: Fundraising and Event Volunteers

Classification: Full time, exempt, 40 hours per week

Role and Responsibility

Manage Fund Raising Program

- Manage donor tracking, including acknowledgements through the Library's 'Sustain' donor software program.
- Steward existing donor pool
- Organize and execute Annual Appeals
- Coordinate solicitation of donations
- Work with the Endowment Committee and Finance and Investment Committee to increase awareness and support of Library needs.
- Develop a relationship with the business community

Manage Special Events

- Manage the planning and execution of fundraising and special events including donor recognition opportunities
- Create posters for special events

Communication and marketing

- Write and implement all press releases, including posting to media websites
- Design and send all email communications through Constant Contact
- Plan and oversee the publication and distribution of the Annual Report
- Effectively communicate the mission and activities of the library to the public
- Encourage trustees, as library representatives, to assess the library's presence and performance in the community
- Develop and implement strategies to promote the mission of the library

Manage grant program

- Research grant opportunities
- Organize grant writing by preparing annual calendar of potential grants and deadlines
- Prepare or coordinate preparation of grant applications
- Ensure that grant applications are complete, address all grant requirements and questions, and are submitted on time
- Track all grant applications

- Work with the appropriate personnel to ensure that grants are tracked properly in financial system and that all required reports are submitted within deadlines

Miscellaneous

- Implement Board decisions and decisions of Board Committees related to development and marketing
- Participate in appropriate staff training opportunities
- Assist at circulation desk
- Maintain strict patron confidentiality, understand ethics as applicable to library service, know ALA Code of Ethics, Library Bill of Rights and Freedom to Read Statements

Skills Required:

- Ability to develop creative solutions
- Ability to meet deadlines
- Ability to work well with staff, trustees, volunteers, patrons
- Ability to organize annual program and lead/coordinate team efforts
- Keyboarding skills, computer competency, and ability to create and maintain a database, create mail merges, and to learn new computer applications
- Positive support/service attitude and interpersonal skills
- Effective communication in person, in writing and on the telephone
- Flexibility in moving from one task to another

Performance standards:

- Work well with staff, trustees, volunteers, patrons
- Meet established deadlines; i.e. grant deadlines, press releases
- Meet fundraising goals

Experience

- Professional fundraising experience
- Experience in designing and managing development and marketing programs
- Successful grant writing
- Familiarity with the operation of nonprofit organizations

Education

College degree preferred