

JOB SPECIFICS

Title: Director of Advancement & Communications

Department: Advancement

Reports To: Executive Director

Salary: \$65,000-75,000 DOQ

Schedule: Full-time, exempt (37.5 hours per week)

Revision Date: August 2023

POSITION BACKGROUND

The Director of Advancement and Communications is responsible for establishing and managing the library's fundraising plan, generated as part of the strategic planning process. This person is responsible for the planning, execution, and evaluation of fundraising and public relations for the Reading Public Library. This person works closely with the Executive Director, management staff, Board of Trustees, Advancement Committee, Foundation, and volunteers to enhance and support the overall mission of the library and to ensure that ample funds are generated to support its programs and services.

JOB SUMMARY

- Generate funds to support operating costs and major projects through donor solicitation, cultivation, and grant application/management
- Write, apply for, and manage multiple grants
- Explore new programs and ventures, addressing planned giving and capital needs
- Plan, organize, execute, and solicit corporate support for successful fund raising and special events
- Create and maintain performance reports to demonstrate efforts to reach fund raising targets
- Supervise marketing and advancement staff
- Oversee press releases and handle media relations
- Coordinate and assist in the preparation of print and online marketing materials such as brochures, letters, newsletters, social media, websites, and annual reports
- Build relations and collaborate with community partners
- Recruit, train, and manage volunteers
- Other duties as assigned

MINIMUM QUALIFICATIONS

Educational Requirements

- Bachelor's Degree

Experience

- Three or more years of experience in fundraising

Clearances

- PA Child Abuse Clearance
- Mandated Reporting Training for Child Abuse
- PA Criminal Record Check
- FBI Criminal Background Check

KNOWLEDGE, SKILLS & ABILITIES

- Excellent verbal, written, and digital communication
- Strong organizational and project management skills

- Knowledge of online fundraising techniques
- Experience working with and maintaining donor management software
- Experience working with and maintaining Peer to Peer fundraising products
- Work independently with initiative and flexibility
- Ability to create and work within budgets
- Supervisory skills
- Bi-lingual Spanish a plus
- Occasional night and weekend work required
- Valid PA Driver's License and own transportation

WORKING CONDITIONS

Frequent standing, sitting, bending, talking, hearing, speaking and mental concentration necessary; use of hands to finger, handle, feel or operate objects, tools, or controls and reach with hands and arms; specific vision requirements include close vision, color vision and the ability to adjust focus. Must be able to communicate and be understood clearly. May be required to lift or move files or supplies of up to 25 pounds. This is a physically active position. *(This job description does not constitute an employment agreement between the employer and employee. It is used as a guide for personnel actions and is subject to change by the employer as the needs of the employer and requirements of the job change.)*

Disclaimer

Management reserves the right to add, modify, change or rescind work assignments as needed. The essential functions or duties listed above are intended only as illustration of the various types of work that may be performed and are representative of those that must be met by an employee to successfully perform the essential functions of the job. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.