



24 N. Reading Ave.
Boyertown, PA 19512
boyertowncl@berks.lib.pa.us
610-369-0496

Position: Marketing & Fundraising Coordinator
Reports to: Executive Director

Salary Range: \$18-20 per hour

Position Summary:

Reporting to and in partnership with the Director, the Marketing & Fundraising Coordinator will spearhead both annual and capital development efforts at the Boyertown Community Library. The Marketing & Fundraising Coordinator will have the opportunity to build the Marketing & Fundraising functions. The successful candidate will have proven success in marketing, fundraising, community engagement, goal-setting, and achievement.

Essential Functions:

- Work in partnership with the Director and the Board of Trustees to develop, meet, and evaluate financial goals, both annual operating and capital.
- Recruit, orient, and work with a fundraising committee that includes Board members and members of the community at large.
- Develop and execute fundraising plans to meet capital needs.
- Develop and execute the library's annual fundraising campaign.
- Develop and execute a strategy for growing a donor database.
- Work with the Board of Trustees, and others, to identify, cultivate, and solicit major donors and prospects, including individuals, foundations, and corporations.
- Develop and maintain communications with donors, foundations, and corporations, municipalities, and community-benefit organizations to remain currently attuned to their philanthropic interests.
- Collaborate with staff, Board, and Friends group on the management and planning of fundraising events and donor receptions.
- Evaluate our current donor management software, and other available options for cost and function; recommend changes to the director, and implementation transition if needed.
- Track and acknowledge donations received.
- Stay informed of state grant cycles and prioritize those that would be appropriate for the library.
- Prepare grant proposals for state agencies, foundations, corporations, and other organizations.
- Work with the Director to maintain financial records and reports for grants received.
- Revisit this job description and essential responsibilities annually as the development program evolves and matures.
- Assist library Director with program promotion and social media management.
- Write press releases and communicate with media contacts.
- Attend monthly Board meetings and fundraising committee meetings.

Knowledge, Skills, and Abilities:

- Ability to establish and maintain effective working relationships with board members, staff, donors, and other stakeholders.
- Ability to set and prioritize goals in an environment of limited resources and competing needs. Ability to exercise initiative and independent judgement.
- Ability to prepare communications both written and verbal and to present ideas effectively.
- Knowledge of computers, internet, office software, donor management software, social media. Knowledge of the principles and roles of public libraries is helpful.

Qualifications:

- BA required
- PA Criminal Background, Child Abuse, and Fingerprint Clearances
- 2 years of experience in grant writing, institutional advancement or development
- Demonstrated excellence in writing, organizational, managerial, and communication skills

Part-time/Full time, likely to require some evenings and Saturdays. Success may lead to full-time employment with benefits.

Resumes can be sent via email to Denise Pulgino Stout at sbodirector@gmail.com