

# **Director of Marketing & Program Development Friends & Foundation of the Rochester Public Library**

**REPORTS TO:** Executive Director, Friends & Foundation of the Rochester Public Library

**POSITION SUMMARY:** The Friends & Foundation of the Rochester Public Library (FFRPL) conducts essential fundraising and provides valued programs to enhance and promote the Rochester Public Library. This position directs the marketing and programs of FFRPL, working collaboratively with the Executive Director, Director of Advancement, FFRPL Trustees and Library staff.

## **POSITION RESPONSIBILITIES:**

- 1. Develop & Implement Marketing Plan for advancing the mission of FFRPL** in concert with Executive Director and Director of Advancement.
  - Conduct market research to select theme for Annual Campaign
  - Create thematically unified messages for current and prospective donors, using campaign letters, social media, program communications and paid advertising
  - Make recommendations for additional communications to extend messages
  - Evaluate effectiveness of messages based on donor response
  - Co-convene FFRPL Strategic Plan marketing sub-group to ensure goals for marketing are met
  - Coordinate publication of a biweekly electronic newsletter, including developing a story budget and writing stories to reinforce the theme of the Annual Campaign
  - Coordinate annual report/newsletter; develop format, write/edit/prepare content; oversee printing and/or electronic distribution of report in concert with other FFRPL staff and/or volunteers
  
- 2. Direct Programs** and outreach projects sponsored by the FFRPL, in concert with the Executive Director, Director of Advancement, committees of the Board of Trustees and Library.
  - Manage FFRPL programs comprehensively and efficiently, working with volunteer committees
  - Initiate and develop timely and innovative programs as part of the FFRPL Strategic Plan
  - Supervise the preparation and ongoing production of program/project work including brochures, announcements, public relations/press releases, mailings, etc., working timely with Library's Communications/Graphics staff
  - Develop and maintain relationships with media and community resources
  - Represent FFRPL at Central Program Team to coordinate library-wide programming as needed
  - Maintain FFRPL websites and social media regarding programs and activities
  - Co-convene FFRPL Strategic Plan programming sub-group to ensure that strategic goals for programming are met
  
- 3. Coordinate FFRPL Special Events**
  - Manage planning, logistics and operations of special events, primarily donor recognition events, including annual *Publishers' Circle Dinner* and Retirees' and Director's Luncheons
  - Promote fundraising special events, such as *Rochester Fringe Festival*, *ROCtheDay* and *PhotoFinish5K*, in concert with Executive Director and Director of Advancement; research and recommend similar events

- Supervise special event part-time staff and volunteers as needed

#### 4. Miscellaneous Duties

- Communicate effectively, tactfully and diplomatically with people at all levels, both within the FFRPL and Library, and with external clients and donors
- Maintain records, prepare and disseminate correspondence and communications as required
- Oversee support staff and coordinate FFRPL volunteer activities as needed
- Represent FFRPL in a positive and professional manner and support the mission and values of FFRPL and Rochester Public Library to staff, donors and the community
- Complete other tasks and assume other responsibilities, as assigned

**Qualifications:** Bachelor's degree from a four-year college or university plus 3-5 years of experience in marketing/communications or related field; experience in not-for-profit program administration desired.

#### Desired Skills and Characteristics:

- **Language Skills.** Ability to: communicate professionally and persuasively both orally and in writing; initiate contact with persons not known, in person and by phone; respond to common inquiries or complaints; effectively present information and respond to questions from groups of trustees, donors and employees with a high degree of professionalism; read, analyze and interpret general business information, write reports and business correspondence; write creatively and effectively as directed.
- **Management Skills.** Possess strong organizational skills. Ability to: set goals and develop work plans; work collegially with Executive Director, Library Director, Trustees, FFRPL and Library staff; create operating and program and/or marketing budgets; plan, organize and carry out multiple detailed projects. Supervisory experience helpful.
- **Technical Skills.** Strong computer skills, specifically Microsoft Office, as well as social media content creation and website updating. Proficiency in social media.
- **Personal Skills.** Self motivated and personable. Ability to elicit and listen to concerns and goals of program committee members, trustees, donors and patrons. Ease with interacting positively with volunteers from a wide range of backgrounds.

**CONDITIONS OF EMPLOYMENT:** Full-time average of 37.5 hours per week, but during times of heavy programming activity additional hours may be necessary. Must be willing to attend morning and evening committee meetings and weekend programs as necessary. Must be willing to assist other staff and volunteers as necessary, including lifting boxes up to 40 pounds, moving books on book trucks, and standing/walking for up to two hours at a time.

**Compensation and Benefits:** Salary to be determined by experience. Benefits include employer-paid single health insurance plan, 2 vacation days a month, 1 sick day a month, 10 paid holidays, participation in a 401K plan and partial parking reimbursement.

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**TO APPLY:** Send cover letter, résumé, three professional references and salary requirements to [FFRPL.jobs@libraryweb.org](mailto:FFRPL.jobs@libraryweb.org) by 5pm on Friday, 14 July 2017. No phone calls, please.