



## **Director of Advancement & External Relations**

Portland Public Library (PPL) is currently seeking a Director of Advancement & External Relations (AER). Reporting to the Executive Director, the Director of AER supports library services by leading advancement strategies, donor cultivation, and stewardship, major and planned giving initiatives, campaign planning, Annual Fund appeals, grants, and sponsorships for programs and special projects. The Director of AER manages the marketing, communications, and development functions of the organization, including three positions and contracted individuals. The Director supports and collaborates with library staff, various external constituencies, partners, and stakeholders. The Director of AER builds relationships with Board members for organizational advancement and advocacy. This is a non-union, administrative position.

### **Nature & Scope**

1. The Director of AER serves as a leader and partner with the Executive Director to (a) cultivate and steward relationships with donors and funders; (b) develop campaign strategies, activities, and timetables; (c) lead the operation of the annual giving campaign; (d) oversee the production and distribution of external communications.
2. The incumbent leads the library's comprehensive campaigns, establishing development and advancement strategies, and is solely responsible for donor records management and generating reports and other documents for campaign progress.
3. The incumbent serves as a leadership thought partner with the Executive Director and leadership teams to identify, cultivate, and solicit individual, foundation, government, and corporate support for targeted library initiatives, programs, art exhibits, and campaigns that serve the needs of Portland's diverse community.
4. The incumbent leads the communications strategy and marketing of the library, emphasizing inclusion, equity, and diversity. This includes directing and monitoring website postings, social media pages, media relations, and all donor communications.
5. The Director of AER is responsible for writing grant applications, records of grant award cycles, funding requirements, and reporting procedures. The incumbent coordinates with service Area Directors and the Director of Finance to administer grant awards accordingly.
6. The Director of AER works directly in cultivating and stewarding relationships with a broad range of people in the community and with Library Trustees. The position involves a high degree of accountability and confidentiality regarding donor prospect and stewardship activity, and library patron records. The Director of AER shall adhere to the principles stated in PPL's Donor Rights, Ethics, Fraud policies, and the American Library Association's Library Bill of Rights.
7. The incumbent keeps current in the professional field and pursues professional development opportunities related to development and advancement within libraries or non-profits as appropriate.
8. The incumbent participates in maintaining a safe and welcoming environment for fellow staff and library users.

### **Basic Qualifications**

The responsibilities of the Director of AER require demonstrated success in generating contributed revenue for organizational initiatives through individual, corporate, government, and foundation giving. Regular advancement contact (written and verbal) with donors, trustees, staff, media, and the community requires that the incumbent have excellent written and oral communications and interpersonal skills. And brings:

- A creative, positive, and energetic force to their work, with skill, commitment, and humor.
- Experience in a leadership role, contributing to a team decision-making process.
- Talent for working productively and cooperatively with colleagues, Trustees, partners, and the public.
- Demonstrated ability to manage large-scale, complex projects and maintain schedules and deadlines.
- Strength using technology, managing databases, and employing social networking resources.
- Demonstrated effectiveness supervising staff and/or ability to employ constructive leadership, coordination, and collaboration with other staff members.
- Ability to supervise the design and production of print and online messaging for various media.
- Keen awareness of internal and external customer needs and wants.
- Strong service orientation and demeanor to provide high level service within a diverse community.
- Ability to project a professional presence appropriate to a business environment.
- Degree from accredited college or university, graduate degree preferred, or equivalent experience.

In addition, the following experience is desirable:

- Experience in a library and/or non-profit environment.
- Public relations, advertising, and/or marketing background and experience.
- Skill using CRM (Customer Relationship Management) database.

### **Work Environment & Physical Demands**

This position is performed in a busy public library environment and requires regular use of a computer.

This position may require lifting up to 30 lbs.

### **Compensation & Benefits**

Hours & Pay: This is a full-time, **37.5 hours per week** onsite position, normally scheduled to work Monday through Friday. Pay is commensurate with experience.

Benefits & Other Details: Excellent benefits package includes health, dental, and vision insurance, retirement options (in lieu of Social Security), and paid leave.

### **How to Apply**

To apply, please send your resume, letter of interest, and three professional references via email at [careers@portlib.org](mailto:careers@portlib.org).

Mailed applications may be sent to: Human Resources, Portland Public Library, 5 Monument Square, Portland, ME 04101.

### **About PPL - Core Values**

Portland Public Library is an equal opportunity employer dedicated to creating a culture that fosters continuous staff development and engagement to reflect the learning role we play for our patrons. We value self-directed growth as well as sharing knowledge and experience, working collaboratively, and communicating openly.

PPL promotes professional engagement with colleagues, with community efforts, and with others in the library field. Every employee of the Portland Public Library strives to offer the highest quality service – externally to library patrons and internally to colleagues.

We are committed to hiring and maintaining a diverse workforce of highly qualified staff to broaden perspectives, promote equity and inclusion, and connect to the breadth of our community. Applicants with racially, ethnically, or culturally diverse identities or backgrounds are encouraged to apply.