Auburn Public Library
Director of Engagement
Job Description

Job Title: Director of Engagement

Reports to: Director

Classification: Non-exempt from overtime and/or compensatory time provisions of the Fair Labor Standards Act (FLSA)

Job Summary: Works with the Library Director and Board of Trustees to plan and execute engagement and fundraising efforts to strengthen community relations and commitments to financially support the Library’s mission which is to engage, enrich and enlighten its communities.

Essential Duties

Outreach and engagement
- Assist in building broad public awareness of and support for the Library
- Assist in developing positive and effective relationships with public, private, corporate, philanthropic and non-profit sectors to advance the Library’s goals
- Assist in creating development events

Marketing and Communication
- Assist in integrating and successfully deploying a wide range of communications through print, social media, video productions, and local/regional media outlets
- Assist in identifying, developing and presenting appeals to targeted groups
- Manage and contribute to newsletters

Giving Campaigns Management
- Assist in establishing an annual and long-range development plan
- Assist in determining fund raising goals based on strategic plan
- Assist in developing and implementing annual giving campaign
- Assist in developing and maintaining a corporate campaign
- Assist in identifying and acting on major gift giving opportunities
- Assist in managing memorial and honor gifts

Donor Management
- Assist in cultivating and following up with potential donors
- Assist with stewardship for existing and new donors
- Maintain donor database
- Keep accurate and detailed records
- Manage creation of an annual report of donors and lists for appropriate communications