



PO Box 1009
Redding, CT 06875
(203) 938-2545

Position: DEVELOPMENT DIRECTOR

Date Available: **Immediately**

Salary: **\$75,000-\$80,000 commensurate with experience**

Schedule: **Full time (35 hours per week), in-person, exempt position with benefits**

Reports to: **Library Director**

About

The Mark Twain Library in bucolic Redding, CT is seeking a Development Director. Founded in 1908 by the American writer, humorist, entrepreneur, publisher, and lecturer, Samuel Clemens, The Mark Twain Library provides public library services to the nearly 9,000 residents of Redding. The Mark Twain Library is an association library organized as an independent 501(c)(3) non-profit but recognized by the State of CT as the Principal Public Library for the Town of Redding and receives approximately 60% of its \$1.3M annual operating budget as a grant from the Town.

The successful candidate will be a driven leader in donor stewardship with a fundraising mindset, the highest professional ethics and a commitment to The Mark Twain Library's mission to act as a, "destination for discovery, enrichment, and connection...where books are just the beginning." More about the Library at www.marktwainlibrary.org.

Forty percent of the Library's operating expenses are raised through community-wide, volunteer-led fundraising events such as our Labor Day Book Fair, December Art Show, and the Frog Frolic Family Festival every spring, as well as our \$235K Annual Appeal.

The Development Director works in partnership with the Library Director, the Development Committee, the Development Operations Manager, and the Library Board of Trustees to achieve goals by executing our Development Plan. The Development Director tracks progress against goals and recommends changes to the annual fundraising plan as needed, reconciles with the Head of Finance and Administration, and reports regularly to the Library Director.

Responsibilities

- Board Engagement
- Donor Stewardship
- Fundraising Strategy
- Annual Appeal
- Volunteer Event Fundraiser Support

Board Engagement

- Works with the Library Director, the Library Board of Trustees, and the Library Board's Development Committee to execute a development plan that meets the annual and long-term fundraising goals that support The Mark Twain Library's strategic plan.
- Prepares Development reports for the Board of Trustees and attends monthly Board meetings.
- Supports the continued involvement of the Library Board as it relates to comfort in fundraising.
- Manages development budget and works with the Library Director and Head of Finance and Administration.

Donor Stewardship

- Cultivates existing relationships with individual donors.
- Expands individual, corporate, and foundation donor support inside and outside of Redding.
- Maintains gift recognition practices.
- Partners with the Library Director and Library Board members for face-to-face meetings with important prospects and members.
- Continues to build the Library's planned giving 'Stormfield Society'.
- Works with the Development Committee to spearhead stewardship gatherings.

Fundraising Strategy

- Implements and oversees work and goals related to Development in the Library's Strategic Plan and Development Plan.
- Tracks progress against goals, makes recommendations for changes to current strategy, and identifies priorities for each year.
- Makes data-driven decisions that help the Library achieve its fundraising goals.
- Researches, evaluates, recommends, and implements new fundraising tools.

Annual Appeal

- Composes the messaging for the Annual Appeal to align with the Library mission and strategic plan, and manages the process with particular focus on donor retention and increased revenue.
- Collaborates with the Development Operations Manager, the staff person responsible for the day-to-day activities of the Annual Appeal.
- Tracks and analyzes donor engagement and retention rates against goals using data from our donor database (eTapestry) and other sources.
- Is responsible, in collaboration with the Board of Trustees, for meeting the \$235K annual appeal goal.

Volunteer Event Fundraiser Support

- Plays a key role in maximizing the potential of The Mark Twain Library's signature fundraisers by attending fundraising events, planning committee meetings, and working with volunteer fundraiser chairs to manage their Development needs.
- Leads the sponsorship solicitation effort in coordination with volunteer fundraiser chairs, board members, Development Committee, Library Director, and Development Operations Manager.
- Keeps fundraising committees informed of, and focused, on the Library's mission and strategic plan.

Qualifications

- 5+ years of demonstrated fundraising experience, including donor relations, major gift fundraising, event planning and planned giving.
- Experience in securing gifts in excess of \$10K.
- Minimum Bachelor's degree. Certified Fundraising Executive (CFRE) status a strong plus.
- Experience and comfort developing and sustaining meaningful relationships with major donors, Board, staff, volunteers, and community members.
- On site five days per week with occasional evening and weekend work required.
- Excellent writing and interpersonal skills.

- Excellent organizational skills, with ability to prioritize and manage multiple tasks while maintaining exceptional work quality.
- Excellent computer skills, specifically with Microsoft Word, Excel, and Google Workspace.
- Experience with Blackbaud's eTapestry (or comparable) fundraising database a plus.
- Experience in effective creative marketing and communication skills, both internally and externally.
- Open to innovation and change in the workplace and in fundraising activities.
- Highest professional integrity and adherence to library, fundraising, and AFP's Code of Ethical Standards.
- Ability to lift up to 40 pounds and ability to push and pull carts weighing up to 80 pounds.
- An affinity for public library services and willingness to embrace our Founder's spirit.

To Apply – Send email to Director@MarkTwainLibrary.org