



## Cotuit Library Association Development and Marketing Position Description

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The Development and Marketing Coordinator coordinates and integrates the fundraising, public relations and marketing functions of the Library. The Coordinator develops both digital and direct mail marketing strategies to increase the Library's donor base, works with the Board of Trustees' Fundraising Committee and Director to organize, promote and actively participate in Library fundraising events and maintains the online Flipcause donor database. In coordination with the Adult and Youth Services Librarians and the Director, the incumbent creates publicity for Library programs and services and promotes them through the Library's website, email marketing and social media platforms and through traditional PR outlets. The Coordinator also seeks funding opportunities to support these services through grants and sponsorships. This position reports to the Library Director.

### **REQUIREMENTS:**

Bachelor's Degree in communications, marketing or related allied field is highly preferred, but an equivalent combination of education and experience will be considered.

Proficiency in video editing software (iMovie, Final Cut Pro), office productivity and desktop publishing software (Microsoft Excel, Word and Publisher, Constant Contact, Canva, etc.) and social media platforms is required.

Strong oral and written communication skills, and the ability to think creatively, coordinate diverse information and work independently is required.

Understanding of fundraising databases and platforms (such as Flipcause) and experience in donor stewardship preferred.

CORI/SORI—Background-check

### **RESPONSIBILITIES:**

The essential functions or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

#### **Development**

Develops and executes direct mail and on-site marketing strategies to increase the donor base and engage and retain donors, and digital strategies using the Library's website, email marketing and social media platforms.

Participates in the Board of Trustees' Fundraising Committee and assists with fundraising planning and implementation.

Generate effective and creative fundraising communications in coordination with the Fundraising Committee and Board of Trustees' President.



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In conjunction with the Adult and Youth Services Librarians, develops grant applications to support programs and services, and assists with grant reports to funders.

Researches, with guidance from the Director, grant opportunities not related to specific programs.

### **Marketing**

Responsible for the design and maintenance of the Library's website, weekly eNewsletter and social media and traditional promotional materials. Works with staff and Board to create content to publicize.

In support of, and in cooperation with the Library Director, Adult and Youth Services Librarians and Board Committees, promotes and markets Library programs and services to enhance the Library's usage, visibility and stature in the community through digital and traditional PR media.

In coordination with other Cotuit Library staff, collaborates with other network libraries, the Town of Barnstable, and local non-profit organizations and businesses for the purposes of program planning.

Conducts and manages media outreach and other marketing related activities, including soliciting media coverage and producing and posting and/or distributing news releases and event information.

### **Administration**

Oversees the design and printing of the Annual Appeal and other fundraising communications.

Carries out administrative tasks related to fundraising, public relations and promotion of fundraising efforts, design support and acknowledgment efforts.

Assists with event handling.

Enters donor and event transaction data into the Flipcause online database, creates and maintains online fundraising Campaigns through the Flipcause program as necessary, generates donor thank you letters, maintains the Contact records and generates deposit reports for the Board of Trustees' Treasurer.

### **Professional Development**

Stays abreast of digital engagement and fundraising and marketing trends

Seeks out training opportunities and other avenues for professional development.



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### **Other Duties**

Performs other duties as assigned by the Director.

Is able to perform physical duties associated with event handling. However, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **JOB ENVIRONMENT:**

Work is performed under a combination of typical office and library conditions and off-site conditions encountered when undertaking event-related activities.

Has access to confidential information regarding donor records.

Operates personal computers, mobile devices, printers, facsimile machine, copier, calculator, telephone and other standard digital equipment.

### **WORK SCHEDULE:**

This is a full-time, exempt position.

The Development and Marketing Coordinator is expected to attend staff meetings, training sessions, Board committee meetings and other meetings as necessary.

The Development and Marketing Coordinator's work schedule will require working outside the Library's normal business hours.