

**FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES  
CAMPAIGN MANAGER  
JOB ANNOUNCEMENT & DESCRIPTION**

**OVERVIEW**

The Friends of the Santa Cruz Public Libraries (Friends) is embarking on a major donor campaign of new or remodeled libraries in Santa Cruz County. The campaign will raise funds for upgrades, amenities and features that have been identified through input from the public and library staff for the ten branches of the Santa Cruz Public Libraries.

The Campaign Manager will work closely with the Executive Director, and Friends Board to keep the campaign on schedule and progressing with a high level of visibility and momentum that engenders a sense of excitement, optimism and confidence in achieving the campaign goal.

The Campaign Manager will be a non-exempt staff member of the Friends of the Santa Cruz Public Libraries. Salary will include benefits and health insurance. The Campaign Manager will report to the Executive Director of the Friends.

**Communications and Marketing**

- Strong oral and written communication skills with a focus on *storytelling*.
- Creative thinking and ability to organize and execute on marketing plans and schedules.
- Develop marketing strategies for projects, including Friends websites and social media
- Design communication materials such as handouts and brochures for events and meetings using strategic communication practices
- Organize and manage major donor cultivation events and advocacy for the Library to promote community engagement
- Manage social media accounts: create content, schedule posts, and respond to comments or questions professionally
- Recruit and communicate with potential corporate and community sponsors
- Manage various email campaigns through constant contact

**Major Donor Work**

- Make arrangements for meetings with major donors. Manager will work with the Executive Director and Friends Board to schedule meetings with prospective donors. This includes email and phone calls to all people involved. Once the donor has agreed to meet, Manager will be responsible for making the meeting happen.
  - Assist the Executive Director and other campaign leaders in keeping the momentum for arranging meetings with donors. Manager will suggest possible

- meetings/engagement opportunities and will encourage campaign leaders to be proactive in reaching out to donors.
- Handle meeting responsibilities including making reservations, coordinating schedules with a staff person for a tour of the grounds, sending a confirmation email or note the day before the meeting, sending any necessary information to the donor before the meeting
  - Research and maintain a detailed list of potential major donors in the community including grant possibilities
  - Research and maintain a list of potential corporate sponsorship opportunities
- Prepare materials needed for major donor meetings..
  - Follow up from major donor meetings: Manager will ensure the donor is thanked appropriately and receives the materials or follow up action promised at the meeting. Manager will ensure that records of the meeting are updated and filed and that follow up actions are noted.
  - Conduct prospect identification and research. Manager will conduct prospect research to identify prospective donors and to gather information on new prospects and current donors.
  - Plan and execute small campaign related events.

### **Campaign Committee Work**

- Work with the Executive Director and Friends Board to schedule committee meetings and make sure that all of the necessary material is organized and available at the meeting. Manager will attend each meeting and keep accurate notes, especially noting who agreed to do what actions.
- Follow up with Friends Board, reminding (and clarifying with) them about what they have agreed to do and provide them whatever they need to get the task done.
- Coordinate other meeting follow ups, such as drafting notes for the Executive Director and campaign leadership to work with after the meeting.

### **Gift Acknowledgment and Tracking**

- Ensure that every campaign gift and pledge is managed seamlessly so that the donor is officially thanked within 48 hours of receiving the gift and thanked again by other members of the campaign teams.
- Ensure that each gift is credited appropriately in the accounting system, noting any on-going pledge payments and reminders.
- Update the campaign reports and has current campaign reports easily accessible.

Please submit a resume and cover letter via email to [Vivian@fscpl.org](mailto:Vivian@fscpl.org) by March 30, 2019. Contact Vivian Rogers- 831-427-7716 for more information.