

Advancement & Communications Director

Manchester Community Library

Reports to: Executive Director

Status: Full-time | Exempt

Position Summary

The Advancement & Communications Director leads the Library's external communications, fundraising, and community engagement efforts, advancing the Library's mission, visibility, and long-term sustainability. This role is responsible for shaping the Library's public voice, building strong donor and community relationships, and developing diversified revenue streams that support programs, services, and strategic priorities.

The ideal candidate is a skilled storyteller, relationship-builder, and strategic thinker who is equally comfortable planning long-term initiatives and executing day-to-day communications and development work.

Key Responsibilities

Advancement & Fundraising

- Lead the Library's fundraising strategy in partnership with the Executive Director and Board
- Plan and execute annual giving, major gifts, sponsorships, and donor stewardship
- Oversee donor communications, acknowledgments, and recognition
- Assist in maintaining accurate donor records and reporting in the Library's CRM or donor database
- Participate in grant research, applications, and reporting (as applicable)
- Collaborate with staff and Trustees on fundraising campaigns and initiatives

Communications & Marketing

- Develop and implement a comprehensive communications strategy that strengthens the Library's brand, visibility, and public trust
- Act as a thoughtful steward of MCL's voice and messaging, working closely with communications team and other colleagues to ensure consistency and clarity across platforms.
- Collaborate with library staff to plan, create, and coordinate content for:
 - Website
 - Email communications and newsletters
 - Social media platforms

- Press releases and media outreach
- Print materials and signage
- Work with communications team, program staff, and community partners to promote Library programs, events, initiatives, and campaigns
- Track and report on communications metrics and engagement

Community Engagement & Partnerships

- Work collaboratively with MCL leadership, staff, and volunteers to build and sustain relationships with donors, businesses, community organizations, and civic leaders
- Contribute to advocacy and outreach efforts that increase awareness of MCL services and community impact, in partnership with colleagues and stakeholders
- Partner closely with program staff to ensure messaging reflects community needs, program priorities, and strategic goals

Strategic & Organizational Support

- Serve as a member of the Library's leadership team
- Contribute to organizational planning, evaluation, and goal setting
- Prepare reports and updates for the Executive Director and Board of Trustees
- Ensure communications and fundraising practices align with ethical and nonprofit best practices

Qualifications

Required:

- 3–5 years of experience in advancement, fundraising, or communications, (nonprofit experience strongly preferred)
- Excellent written and verbal communication skills
- Demonstrated experience with digital communications tools (email platforms, social media, websites)
- Strong organizational skills and attention to detail
- Ability to manage multiple projects and deadlines independently

Preferred:

- Experience in libraries, education, arts, or community-based nonprofits
- Experience working with Boards and volunteer leadership
- Familiarity with donor databases and CRM systems
- Grant writing experience
- Graphic design or basic multimedia skills

Core Competencies

- Strategic thinking and planning
- Relationship-building
- Storytelling and message development
- Initiative and follow-through
- Comfort working in a small, collaborative organization
- Commitment to equity, access, and community service

Compensation

Salary range: \$62,500 – \$77,500

The excellent benefits package includes medical, dental, life, and disability insurance, retirement plan, and generous leave policies. Interested candidates should send to Matt DeLaney, Executive Director, mdelaney@mclvt.org:

- Cover letter highlighting how your skills and experience support your candidacy
- Resume
- Professional references (Submit 3 with contact information. MCL will only contact your references with prior notice.)
- Writing samples, advancement related preferred

The Manchester Community Library is an Equal Opportunity employer. All qualified applicants will receive consideration for employment without regard to sex, gender identity, sexual orientation, race, color, religion, national origin, disability, protected Veteran status, age, or any other characteristic protected by applicable law.