

NORTHEAST KANSAS LIBRARY SYSTEM

Title: Fundraising & Public Relations Consultant (NEKLS) Department: Consulting FLSA Status: Exempt Salaried

POSITION SUMMARY

Under the supervision of the System Director, the Fundraising & Public Relations Consultant provides consulting to member libraries of the Northeast Kansas Library System (NEKLS), with an emphasis on library fundraising, public relations and advocacy. Duties include consulting with member libraries on fundraising programs, capital campaigns, case statements, and Friends of the Library organizations; as well as consulting on public relations and advocacy, including effective storytelling and developing positive community relationships. Provide training to library staff and library boards on fundraising, public relations and advocacy. Partner with the Northeast Kansas Library Foundation (Foundation) on fundraising for targeted initiatives. Participate in the development and provision of grantmaking programs by NEKLS and the Foundation.

QUALIFICATIONS

- At least four years of experience and success in fundraising in a not-for-profit work setting.
- Bachelor's degree required; Master's degree preferred.
- Knowledge and experience in fundraising techniques.
- Knowledge and experience in public relations and building advocacy capacity.
- Excellent relationship building and interpersonal skills and the ability to communicate and interact effectively with multiple constituencies, including library staff, library boards and community members.
- Willingness to learn about library trends and issues, Kansas Statute as it pertains to libraries, and advocacy challenges facing libraries.
- Ability to prioritize and manage multiple projects, reports, evaluation, on-going activities, and committee activities using effective planning and organizational skills.
- Ability to work a flexible schedule as required by the needs of the System.

ESSENTIAL FUNCTIONS

- Provide fundraising consulting to library directors and library boards on a broad range of topics, including annual giving, major gifts, planned giving, donor prospecting, capital campaigns, grant writing, case statements, and gift solicitation.
- Provide public relations and advocacy consulting to library directors and library boards to identify key priorities, develop a compelling narrative, and successfully engage community groups. Such groups may include the local governing body and associated boards, community non-profits, civic organizations, corporations and foundations, county commissions, state and federal legislators, and community residents.

The specific statements shown in each section of this description are not intended to be all inclusive, but represent typical elements and criteria considered necessary to successfully perform the job.

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- Develop and deliver fundraising, public relations and advocacy training in coordination with other NEKLS staff.
- Maintain an awareness of grant funders serving the system region, including corporations, foundations, and federal and state agencies.
- Develop and maintain a library of document templates for fundraising, public relations and advocacy.
- Partner with the Foundation to develop philanthropy marketing materials in coordination with other NEKLS staff and assist with content development for the Foundation website.
- As appropriate, assist donors with making gifts to the Foundation.
- Coordinate member libraries' participation in Library Giving Day. Provide consulting to member libraries on the use of the Library Giving Day toolkit.
- Stay apprised of new developments in fundraising principles and practices, including tax laws as they relate to giving.
- Ensure an active NEKLS presence in the statewide library philanthropic community, and participate in professional activities.
- Participate in the development and provision of grantmaking programs by NEKLS and the Foundation.

MARGINAL FUNCTIONS

- Perform other duties as deemed necessary or assigned.

POSITION REQUIREMENTS

Experience: This Consultant must have a minimum of four years of experience and success in fundraising in a not-for-profit work setting. The ability to operate a vehicle and hold a valid personal driver's license is required.

Education: Bachelor's degree required; Master's degree preferred.

Technical Skills: This Consultant must be comfortable using multiple online services and digital platforms for collaboration and communication, including adopting new platforms when necessary. The organization utilizes Little Green Light donor CRM software.

Decision Making: This Consultant makes decisions about performing daily duties in the most efficient manner. Policy and budget decisions must be made in communication with, and subject to the approval of, the System Director.

Supervision: This Consultant does not have supervisory responsibility over subordinate personnel.

Personal Relations: This Consultant will be in daily contact with the public, co-workers, and member librarians and/or trustees.

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Essential Physical Functions: The physical demands to perform this job are the ability to operate computers and office equipment, and to operate a motor vehicle. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to focus.

Reasonable accommodations that do not create an undue burden will be made to enable individuals with disabilities to perform this job.

SELECTION GUIDELINES

Cover letter and resume, written application, oral interview, reference check and job-related tests as required by the System Director.

EMPLOYEE CERTIFICATION

I hereby understand and acknowledge that any employment relationship with the Northeast Kansas Library System is “at will”, which means that the employee may resign at any time and that the Northeast Kansas Library System may discharge the employee at any time, with or without cause. It is further understood that the “at will” employment relationship may not be changed by any written document or by conduct unless such change is acknowledged in writing by an authorized executive of this organization.

The above job description is not an employment agreement between the employee and employer. Changes will be made by the employer as the needs and requirements of the job change.

I have read this job description and am qualified for the position it describes. I hereby certify my ability to perform all essential functions of the position as stated in this position description.

<Employee Name>

Date

<Name>, System Director

Date

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