



Position Title: Development Manager*

Reports To: Chief Operating Officer

Salary range: \$50,000-\$57,000 + benefits depending on qualifications

**Please note that this position was previously posted under the title: Individual Giving Manager. The title name was updated to better reflect the nature of the core work.*

The **Development Manager** serves as a key communicator and fundraiser for Friends of the Hennepin County Library (FHCL). The DM leads the organization's membership program and crafts a donor-centric journey that inspires each library supporter. Responsible for managing several multi-channel fundraising campaigns annually, the DM utilizes fundraising best-practices to create a finely-tuned plan for growing overall donor households, the size of contributions, and the frequency of giving. This position requires strong project management and analytical skills, ability to pull accurate reports from our CRM (Salesforce), recognize philanthropic trends and identify donor segments of greatest potential.

Strategy, Planning and Execution

- Develop and refine strategies to significantly grow FHCL membership households and revenue in line with overall organizational and fundraising goals.
- In coordination with relevant FHCL staff, help develop and effectively execute fundraising plan across all platforms (print, digital, and social) including creative development, list sourcing, budgeting, projected income and results, marketing tactics and direct mail campaigns.
- Manage the monthly solicitation cycle for Library Leadership Circle donors in collaboration with the CEO, COO and Donor Relations Officer.
- Ensure a diverse and inclusive philanthropic program that supports organization-wide strategic initiatives for long-term program sustainability.

Stewardship and Engagement

- Partner with Operations Manager on a comprehensive stewardship plan so all donors are properly acknowledged, and the impact of their giving is communicated in a compelling manner.
- Partner with Events Manager to create meaningful events for specific member audiences that build affinity for FHCL and the library.
- Act as an ambassador for the membership program at FHCL, HCL and other relevant community events.

Evaluation and Continuous Improvement

- Conduct regular testing of solicitation and stewardship communications to ensure the most effective strategy, messaging and design.
- Support development operations such as CRM and other related platforms to ensure a high-quality user experience, data integrity and organizational efficiency.
- Refine and manage membership dashboard to regularly report on key metrics and performance indicators leveraging CRM and other analytic tools.

Friends of the Hennepin County Library is committed to the sustained, vital work of bringing forth a culture of inclusion, diversity, equity and accessibility across all levels of the organization as set forth in our strategic plan. Our policy is to provide equal employment opportunity to all people. Applicants with diverse backgrounds and lived experiences are encouraged to apply.

Qualifications

- Bachelor's degree preferred or equivalent professional experience
- 2+ years of quantified success in fundraising and development preferred or related professional experience in sales and/or marketing
- Experience with a CRM/development database (Salesforce preferred)
- An analytic approach to work, constantly thinking in terms of research, testing, iteration, measurement, and refinement
- Proficient with Microsoft Office (Word and Excel)
- Excellent written/oral communication, organizational and project/time management
- Ability to work collaboratively in a team environment and perform independently
- Team spirit and a positive attitude
- A commitment to libraries and the people they serve

To Apply

Send cover letter, salary requirements and resume to Linda Merritt, Finance & HR Director via lmerritt@hclib.org or via postal mail at:

Friends of the Hennepin County Library
300 Nicollet Mall
Minneapolis, MN 55401