



Library Space is Community Place! LPL strengthens people and neighbourhoods by creating connections that enrich lives, inspire discovery, foster creativity, and expand possibilities.

With over 1 million titles in our collection and 350 public terminals, the London Public Library provides a variety of important services and programs to over 2.9 million people annually.

Come join the Library team as our new **Permanent Full Time:**

FUND DEVELOPMENT SPECIALIST

Summary

Reporting to the Administrator, Fund Development with a working relationship to the Director, Financial Services, the Fund Development Specialist is accountable for building a pipeline of support, including growing the strategic design, execution, management and measurement of the Annual Giving program, with the goal of increasing gift revenue and donor engagement. S/he maintains and builds positive donor relations and performs all tasks relating to incoming donations. The Fund Development Specialist works in collaboration with other members of the Financial Services team to maintain the accuracy and confidentiality of all donor/financial records.

Accountabilities

1. Fundraising and Communications

- Responsible for growing and managing a specialized, creative, and integrated annual direct response fundraising program.
- Utilize data analysis and segmentation tools to conceive of, and develop a fund development strategy that touches all individual Annual Giving donors and Library patrons across all channels and giving types. This will include, but is not limited to, direct response marketing, online, monthly, tribute/memoriam, staff/retiree campaign and other engagement programs in order to develop a pipeline for future higher giving levels.
- Effectively measure the long-term value of donors and develop plans that maintain the Library's short- and long-term financial revenue goals.
- Assess programs' strengths and areas for improvement using CRM tools to analyze and extract data.
- Responsible for a high level of donor relations and stewardship initiatives, and for maintaining the integrity of the Blackbaud database.
- Provides support to the Administrator, Fund Development to expand various activities i.e. donor relations, stewardship, events, proposals and other LPL fundraising related materials.
- Responsible for implementing fundraising events including event planning, development, execution and volunteer coordination.
- Review and refresh the annual donor stewardship plan to ensure optimum stewardship is being delivered and all possible communications are being utilized effectively.

- Prospect Management – identifies and creates donor profiles to seek funds for the LPL Fund Development program.
- Handle all customer service inquiries from donors in a timely and courteous manner to help increase support of LPL over the long term and ensure institutional reputation.
- Act as an Ambassador of the Library and maintain a visible presence in the community to build top-of-mind awareness of LPL.

2. Database Accuracy and Development

- Accountable for in-depth analytics, research, and reporting across all donor-related databases to facilitate increasingly targeted fund development activities.
- Responsible for the input of activity in donor database in order to report on progress toward achieving LPL Fund Development objectives.
- Pulls segmented donor lists for cultivation, solicitations, stewardship and fund development reporting.
- Analyzes, interprets and reports on donations and fundraising activities.
- Monitors outstanding donor pledges and reports these to the Administrator, Fund Development.
- Calculates fundraising costs and gathers data for ROI analysis of fundraising activities.
- Builds and maintains a strong network of fundraising colleagues by attending user groups and other fundraising seminars and conferences.

3. Gift Processing and Financial Tracking

- Accountable for accurate and detailed gift processing activity from the entry of data to production of tax receipts.
- Tracking and accurate processing of all online donations.
- Maintains the security of received donations and confidentiality of donors.
- Assists with bank deposits and provides an export file for each deposit to Finance for upload into Sage 300. Clarifies and resolves any discrepancies.
- Assists Financial Services at month/year end for reconciliation, reporting and audit activities.
- Keeps current with knowledge of Canada Revenue Agency (CRA) legislation and implements changes to ensure compliance with legislation.
- Completes other tasks as assigned by Administrator, Fund Development and Director, Financial Services.

Qualifications

- University degree in Philanthropy, Communications and/or Marketing or an equivalent combination of education, training, and expertise.
- Successful completion or working towards Certificate as a Fundraising Professional (CFRE).
- 3-5 years' experience in fundraising including experience with databases.
- Experience fundraising in a Library or other complex non-profit environment is preferred.
- Ability to effectively lead a fundraising or revenue-generating campaign and achieve targets.



- Familiarity with best practices in records maintenance.
- Proven knowledge of Windows, Microsoft Office, Word, Excel, Adobe, eTapestry and related Blackbaud products. Proficient in navigating the web and using relational database software.
- Proven knowledge of Canada Revenue Agency legislation related to charities and giving.
- Excellent verbal/written communication skills with an emphasis on proposal development, along with the ability to converse with, write reports for, and deliver presentations.
- Cross-cultural competency with an ability to interact and work effectively with people from different cultures and backgrounds.
- Excellent detail orientation and analytical skills.
- Excellent organizational skills with demonstrated ability to prioritize, multi task and meet deadlines.
- Demonstrated initiative and ability to work independently and as an effective team member.
- Demonstrated ability to exercise discretion and good judgment, take initiative and respect the confidentiality of sensitive information and materials.
- Ability to work within a flexible schedule to accommodate the Library's events and activities.

Band 5 - \$26.365 to \$33.682 per hour.

Candidates are requested to submit a detailed resume outlining experience and qualifications by **March 17, 2023** to: human.resources@lpl.ca

Please visit our website at: <http://www.londonpubliclibrary.ca/>

No phone calls please. We advise that only candidates selected for an interview will be contacted.

The London Public Library will provide accommodation to applicants with disabilities in its recruitment processes upon request consistent with the Ontario Human Rights Code and the AODA regulations.

Applicants for employment, who have been provided with a conditional offer of employment will be asked to provide proof of full vaccination against COVID-19, or provide a written attestation of a medical reason(s) or Ontario Human Rights Code reason(s) for not being fully vaccinated against COVID-19.

Applicants for employment, who have been provided with a conditional offer of employment will be asked to provide, at his or her own expense, a satisfactory Police Vulnerable Sector Check and/or Police Information Check, as applicable.

While we appreciate all applications received, only those invited for an interview will be acknowledged. Any personal information submitted will be managed in accordance with the requirements of the Municipal Freedom of Information and Protection of Privacy Act and will be used only to determine eligibility for employment.

We are an equal opportunity employer.