



Friends & Foundation *of the* Rochester Public Library

Marketing & Events Manager **Friends & Foundation of the Rochester Public Library**

REPORTS TO: Executive Director, Friends & Foundation of the Rochester Public Library

SALARY: \$58,000 - \$75,000

ABOUT FFRPL

Mission: The Friends & Foundation of the Rochester Public Library (FFRPL) conducts essential fundraising and provides valued programs to enhance and promote the Rochester Public Library. FFRPL also manages restricted funds that provide financial and supplemental materials support to eligible libraries in Monroe, Ontario, Wayne, Wyoming, Livingston, Orleans and Genesee counties.

Core Values:

- Stewardship & Financial Sustainability
- Dependability & Integrity
- Advocacy
- Impact

POSITION SUMMARY: The Marketing & Events Manager leads the Foundation's internal and external messaging to elevate its mission, secure funding, and drive engagement efforts. This position directs the marketing and events of the Friends & Foundation of the Rochester Public Library (FFRPL), working collaboratively with the Executive Director, Director of Development, Annual Campaign and Database Manager, Finance Manager, FFRPL Board, and Library staff. This role partners with the Executive Director and the Director of Development to develop and execute compelling marketing, events, and strategies that amplify the Foundation's impact.

ESSENTIAL DUTIES:

Marketing

- Develop & implement Marketing Plan for advancing the mission of FFRPL in collaboration with the Executive Director and Director of Development in order to create content that is powerful, effective, and supports annual fundraising goals.
- Conduct market research to select themes for Annual Campaign; collaborate with Annual Campaign and Database Manager.

- Create thematically unified messages for current and prospective donors, using campaign letters, social media, and event communications.
- Evaluate effectiveness of messages based on donor response.
- Prepare and coordinate the publication of a biweekly electronic newsletter. Consistently develop, write, and include compelling impact stories to reinforce fundraising initiatives, including the theme of the Annual Campaign.
- Coordinate standalone strategic messaging as needed, including targeted campaigns to promote fundraising events and other initiatives identified by the Executive Director and the Director of Development.
- Coordinate annual report/newsletter; develop format, write/edit/prepare content; oversee printing and/or electronic distribution of report in concert with other FFRPL staff and/or volunteers.
- Develop and execute a dynamic, results-driven annual communications strategy, message calendar, and content for social media (Facebook, LinkedIn, Instagram).
- Supervise the preparation and ongoing production of program/project work including brochures, announcements, public relations/press releases, mailings, etc., working timely with Library's Communications/Graphics staff.
- In partnership with the Finance Manager, develop, maintain, and update the Foundation's website content.
- Make recommendations for additional communications to extend messages.

Events

- Direct fundraising events and outreach projects sponsored by the Foundation, in concert with the Executive Director, Director of Development, committees of the Board of Directors and Library.
- Secure and manage corporate sponsorships for fundraising events; work with the Executive Director and the Director of Development to develop target sponsor list and event financial goals for fundraising.
- Manage timeline and tasks for all sponsor programs, including communication with sponsors; in partnership with the Finance Manager, coordinate sponsor contracts and invoicing.
- Manage the Foundation's events comprehensively and efficiently, managing volunteers and committees.
- Initiate and develop timely and innovative events as part of the FFRPL Strategic Plan.
- Manage planning, logistics, and operations of special events, including donor recognition events, legacy events (Books Sandwiched In, Tuesday Topics, Sokol Awards), fundraising events, and periodic book sales.
- Promote fundraising special events, such as ROCtheDay and Library Giving Day, in concert with Executive Director and Director of Development; research and recommend similar events.
- Under direction of the Executive Director, co-convene FFRPL Board Marketing and Event Committees to ensure that strategic goals for marketing and events are met.
- Represent the Foundation at Central Program Team to coordinate library-wide programming as needed in collaboration with Library staff.

- Develop and maintain relationships with media and community resources.

Volunteer Management

- Identify, recruit, train, and build relationships with volunteers to help with fundraising and stewardship event efforts.
- Supervise volunteers and volunteer initiatives as needed.

Essential Qualifications

- Bachelor's degree
- A minimum of five (5) years or greater of marketing and communications in the nonprofit sector.
- Demonstrated success leading fundraising events that meet net revenue and participation goals.
- Appreciation for and commitment to library advocacy, information literacy, and community resources.

Essential Abilities

- Ability to develop and execute a multi-tiered marketing and event strategy across multiple constituencies.
- Strong interpersonal skills, including the ability to work thoughtfully with all constituents while maintaining discretion and confidentiality.
- Excellent verbal and written communication skills; strong data analysis and public speaking abilities.
- Strategic thinker with a “can-do” style, able to convey FFRPL's mission, strategic position, and vision, while taking the practical decisions needed to make programs run well.
- Proficiency using marketing, website, and social media software to coordinate activities, as well as common office applications (Microsoft Office and Google suite)
- Ability to offer new ideas and implement original or shared ideas to streamline day-to-day activities, initiatives, or events.

Conditions of Employment: Full-time average of 37.5 hours per week, but during times of heavy fundraising activity additional hours may be necessary. Must be willing to attend morning and evening committee meetings and weekend events as necessary. Must be willing to assist other staff and volunteers as necessary, including lifting up to 40 pounds.

Compensation and Benefits: Salary to be determined by experience. Benefits include employer-paid single health insurance plan, 2 vacation days a month, 1 sick day a month, 10 paid holidays, participation in a 401K plan and partial parking reimbursement.

FFRPL is an Equal Opportunity Employer. It is the policy of FFRPL to provide equal opportunity in employment and conditions of employment to all individuals regardless of age, race, color, religious beliefs, national origin, sexual orientation, gender identity, sex, veteran or military status, disability, pregnancy-related condition, predisposing genetic characteristics, genetic information, marital status, familial status, prior arrest, domestic violence victim status,

non-job related convictions, participation in lawful activities outside of our workplace, or any other status protected by law.

We are eager to learn more about how your experience and passion may align with this position!

To Apply

To apply, please submit a cover letter, resume, and 3 professional references to hiring@ffrpl.org, with the subject “Marketing and Events Manager Application [Applicant Full Name]” by September 4, 2026.

The application reviewers will be relying on written application materials to determine who may advance to preliminary interviews.