

## ***Position: Executive Director***

**Classification:** Part Time, Exempt

**Reports to:** Board of Directors

### **Position Overview**

The Redwood City Library Foundation (RCLF) is seeking a passionate, highly competent, and strategic leader to increase support, amplify the impact, and sustainably grow the Foundation's work. In partnership with the Board of Directors, the ED will be accountable for building on the tremendous growth over the last 6 years and guide the vision for the future of the Foundation. As the public face of RCLF, the ED will need to bring an entrepreneurial approach to facilitating philanthropy and demonstrate a talent for engagement, cultivation, and stewardship with individual and institutional funders.

### **Organization Overview**

Since 1998, RCLF has provided over \$3 million of funding for resources, programs and services that take the Redwood City Public Library system to a new level of excellence. Our mission is to support the Redwood City Library in cultivating literacy, life-long learning, and community connections. In 2019 alone, generous supporters have donated over \$350,000 to fund library programs and community events reaching over 900,000 people at our 4 library branches: Downtown, North Fair Oaks, Schaberg, and Redwood Shores.

### **Responsibilities**

#### Strategy (15%)

- Develop and manage implementation of the strategic plan in alignment with the Redwood City Library Strategic Plan.
- Cultivate and build relationships with key leaders.
- Identify and prioritize external exposure opportunities to promote visibility.
- Deploy a data driven approach to continually assess results and adapt strategy accordingly.

#### Team and Organizational Leadership (15%)

- Empower staff and volunteers to achieve excellence, while leveraging their individual strengths, collaborating effectively, and actively participating in their professional growth.
- Provide supervision to Foundation Office Manager and support to the Board and its committees as the Ex-Officio at Board meetings.
- Facilitate communication among Foundation Board, Library Board, Library staff and volunteers, attending meetings as needed.
- Facilitate RCLF's annual goal-setting process and set goals that are at the intersection of attainable and ambitious.
- Report timeline of progress to the Board of Directors prior to monthly meetings as a point of discussion on resources needed to achieve strategic goals.
- In concert with the Finance Committee, lead the annual budget process.

### Philanthropy (50%)

- Lead RCLF's fund development efforts, manage a portfolio of major and principal donors and identify and cultivate donor prospects to meet revenue targets.
- Manage grant prospecting and writing with the assistance of a grant writer.
- Cultivate a Development Committee that can advance the priorities of the foundation.
- Empower the Board to lead Foundation fundraising events and support the event committee.

### Brand Awareness and Outreach (20%)

- Assess the integrity and loyalty of RCLF's brand, look and feel, and marketing efforts.
- Craft and implement a marketing strategy to increase RCLF's community engagement.
- Seek speaking engagements for Board/Staff to highlight the work of RCLF.
- With the External Communications Committee, develop promotional materials (including an Elevator Pitch), website updates, Newsletter, outreach letters, corporate materials, and social media strategy.
- Maintain and manage relationships with different community groups and local non-profit organizations to support the Redwood City Library Foundation's mission.

*RCLF reserves the right to add additional duties and requirements, as needed.*

### **Minimum Requirements**

- 6+ years of full-time work experience, with at least 4-6 years of professional or volunteer experience in fundraising/development, or nonprofit administration.
- Experience in large scale vision planning with the ability to look at the big picture with a solid understanding of realistic timelines and successful strategies for implementation.
- A "roll up your sleeves" leadership style.
- Financial acumen to conduct long-term finance planning and short-term fiscal oversight.
- Experience directly managing teams or external stakeholder groups.
- Comfortable using technology and data, including the Microsoft Office Suite and a CRM.
- A commitment to setting and meeting long-term and short-term goals.
- Superior oral and written communication skills.
- Effective time management, and prioritization skills.
- Experience working with a grant writer.
- Familiarity with Redwood City's government and private stakeholders is a plus.
- Follow the Association of Fundraising Professionals Code of Ethics.

### **Personal Assets**

- A deep appreciation and commitment to RCLF's mission.
- Compassionate and thoughtful leader with the ability to drive a team of volunteers towards long-term success.
- Energetic, hard-working, and enthusiastic team player with a sense of humor.
- Principled with high ethical standards, professionalism, and unquestionable integrity.
- A strong belief in the importance of diversity, equity, and inclusion.



- Ability to managing a range of activities within an often-enigmatic environment while still exercising and implementing standard professional processes and systems.

*The Redwood City Library Foundation is an equal opportunity employer. People of color, veterans, differently abled people, and LGBTQ+ persons are strongly encouraged to apply.*

### **Compensation**

A competitive compensation package along with flexible work time will be made available to the qualified candidate.

### **How to Apply**

The Redwood City Library Foundation has partnered The Arora Collective to recruit the right leader for this pivotal position. We will begin reviewing resumes on a rolling basis beginning 11/15/19. If you are interested in applying, please send a cover letter and your current resume to [apply@thearoracollective.com](mailto:apply@thearoracollective.com), and please include "RCLF ED Position" in the subject line. All expressions of interest will be held in the strictest confidence.

### **The Arora Collective**

We are a full suite consulting firm comprised of a team of nonprofit pros led by our principal, Vinney Arora. Vinney works actively with social impact organizations to increase donor engagement and retention; and leadership retention. [www.thearoracollective.com](http://www.thearoracollective.com)