

HARTFORD PUBLIC LIBRARY



Chief Advancement Officer

Opportunity Statement

START DATE:

open until filled



Hartford, CT

ABOUT HPL

Hartford Public Library (HPL) provides free resources that inspire reading, guide learning, and encourage individual exploration.

Founded as the Library Company in 1774, Hartford Public Library has remained at the forefront of defining the urban public library experience for over 252 years. The Library has seven full-service locations, two Boundless Library locations, and multiple outreach services, including the Library on Wheels and Story Stash, a 24/7 pickup locker. HPL provides education, intellectual enrichment, and cultural development for thousands of children, youth, and adults. HPL has gained local and national recognition for its wide range of new initiatives and partnerships designed to meet the needs of a diverse and dynamic city and region, including immigration and citizenship services, employment assistance, digital literacy, workforce readiness, and youth leadership training.

At Hartford Public Library, you will discover a place like no other.

Through its mix of enriching resources, you can find a place that provides the spark for your conversation, the power for your passion, the courage for your soul, and the food for your mind.

It is more than just pages. It is the window to knowledge and understanding of the world.



415,160

TOTAL NUMBER OF VISITORS

129,340

*TOTAL CIRCULATION
PHYSICAL & DIGITAL*

49,328

*REFERENCE
QUESTIONS ANSWERED*

4,369

*TOTAL PROGRAMS
(LIVE & VIRTUAL)*

61,005

*TOTAL PROGRAM
ATTENDANCE*

FY '24-'25 NUMBERS

CHIEF ADVANCEMENT OFFICER

This new, senior-level position reporting to the President and CEO will lead a skilled and experienced team of professionals to oversee HPL's advancement portfolio, including development, marketing, and communications, and will help ensure program alignment with strategic priorities across the organization.

The Chief Advancement Officer is responsible for planning, implementing, and managing a comprehensive advancement program to support the mission and long-term sustainability of the Hartford Public Library. With a clear focus on Hartford communities and expanded audiences, the role includes overseeing fundraising, donor relations, marketing and communications, program coordination, and strategic partnerships.



The duties listed are intended only as illustrative of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar or a logical assignment to the position.



RESPONSIBILITIES INCLUDE

DEVELOPMENT & PARTNERSHIPS

- In coordination with the Director of Development, oversees the planning and execution of a comprehensive contributed income strategy, including annual giving, major gifts, annual and planned giving, endowment, events, capital campaigns, corporate support, and grant acquisition.
- In coordination with the Director of Development and President/CEO, cultivates and stewards relationships with individual donors, foundations, corporations, and other funding entities.
- Cultivate partnerships that align with organizational goals, including relationships with community-based institutions, service providers, and elected and other government officials at the city, state, and federal levels.

MARKETING & COMMUNICATIONS

- In coordination with the Director of Communications and Marketing, oversees the planning and execution of internal and external communications strategies, including branding, digital presence, newsletters, website, media relations, sales, and marketing campaigns that engage donors, community residents, customers, key stakeholders, and the broader Library community (regional and national).
- Ensures brand and messaging are aligned with the organization's mission and strategic priorities.

ORGANIZATION-WIDE PROGRAMMING

- Ensures alignment of all programs across the Library system in coordination with direct service areas and external program partners. Oversees programming strategies and initiatives to drive community engagement and expand audiences.
- Ensures alignment of all programs across the system with the Library's strategic plan, and other program strategies and initiatives. Participates in departmental and organizational meetings, maintaining knowledge of programs, policies, and services.
- In addition to community engagement and audience expansion, ensure that programming enhances funding and donor development goals. Encourages cultivation of partnerships at the department level to drive community engagement, volunteerism, and audience expansion.
- Works with senior leadership to develop appropriate metrics for evaluating programming effectiveness. Monitors and regularly reports on programming effectiveness.

LEADERSHIP & STRATEGY

- Serves as a member of the senior leadership team, contributing to organizational planning and decision-making.
- Supervises Director of Development and Director of Marketing and Communication, including goal setting, supporting professional development, mentoring/coaching, and evaluating performance.

- Along with the President and CEO and the Director of Development, serves as staff liaison to the Board's Development Committee and Governance Committee.
- Coordinates with the CEO and CFO regarding annual operational and capital budget planning, budget preparation, and budget monitoring.
- Ensures that development work is carried out within national compliance standards and donor-relations best practices for philanthropic giving.

COMPETENCIES

EDUCATION & EXPERIENCE

- Bachelor's degree required; master's degree in nonprofit management, marketing, communications, public relations, business, or related field preferred.
- Minimum 7-10 years of progressive experience in institutional advancement work, including development, communications, and marketing, with at least 3 years in a leadership role.
- Proven track record of success in major gift cultivation, solicitation, and stewardship.
- Strong leadership, communication, and interpersonal skills.

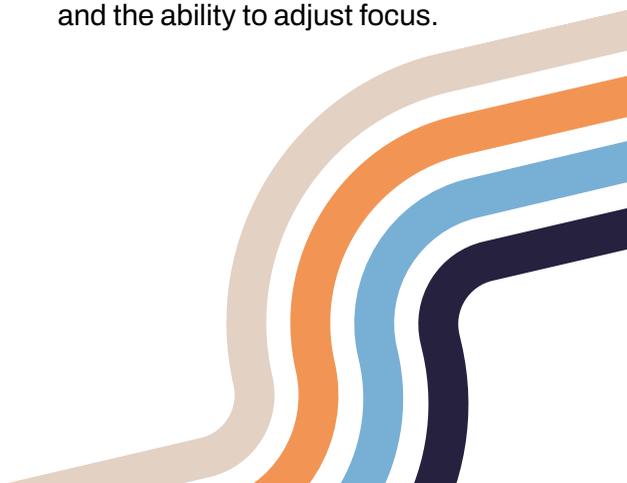
- MS Office Suite proficiency required.
- Experience with a CRM/donor management system is required. Bloomerang experience is preferred.
- Passion for the mission of HPL and the ability to serve as an enthusiastic ambassador.

PREFERRED

- CFRE certification (Certified Fund-Raising Executive)
- Experience in a Library, academic, or non-profit environment

PHYSICAL DEMANDS / WORK ENVIRONMENT

- Ability to continuously bend, twist, stoop, reach and pull.
- Ability to maintain composure in everyday, potentially stressful situations.
- Ability to meet a flexible work schedule, including evenings and weekends.
- Able to walk, sit, and stand for extended periods.
- Close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.



WHAT WE OFFER EMPLOYEES

Hartford Public Library offers robust benefits you won't find at other nonprofit organizations through a unique partnership with the City of Hartford. This includes:

- Municipal Employee Retirement Fund-Pension Plan with employer contribution
- Health Care, Dental, and Pharmacy benefits
- Life Insurance
- Paid Time Off - Vacation, personal, and sick time
- 2 Floating Holidays
- 11 Paid Holidays
- Mental health support through the Employee Assistance Program
- Tuition reimbursement program
- Paid professional development, continuing education, and staff engagement opportunities
- Commitment to an active plan of diversity, equity, and inclusion work, including implementation of the staff-led DEI Road Map.



WHAT WE OFFER OUR COMMUNITY

We are an integral part of the Hartford community and offer programs and services for residents of all ages and backgrounds. With seven locations and robust outreach services, we're here for Hartford. Our work spans major divisions, specialized learning centers, and a wide range of community programs, including:

SIGNATURE CENTERS

The American Place (TAP)

- Free services for immigrants and refugees, including English Language Learning, citizenship preparation, and civic engagement

Hartford History Center

- A nationally recognized research center preserving and sharing Hartford's stories, archives, and cultural heritage

HPL Studios

- Creative production spaces offering access to audio, video, and digital media tools

YOUmedia Teen Spaces

- Innovative learning environments for teens to explore technology, creativity, and self-expression

EDUCATION, LEARNING & WORKFORCE DEVELOPMENT

- Adult education and academic support
- Career certification programs and GED preparation
- Technology training and digital literacy services
- Summer Learning programs
- Leap into Learning (Early Literacy)
- Collections (Robust print, electronic, audio, and video collections)

SPECIALIZED SERVICES

Digital Library Lab

- Digitization, scanning, and digital preservation services

COMMUNITY PROGRAMS & CULTURAL EXPERIENCES

- ArtWalk, a state-of-the-art gallery and exhibition space
- Baby Grand Jazz, our free winter concert series open to all
- Library of Things (borrow tools, equipment, and more)

AWARDS

CT State Library: Excellence in Public Libraries Award - 2025

- HPL won for its innovative programming and was one of 6 libraries selected from across the state

John Cotton Dana Award - 2025

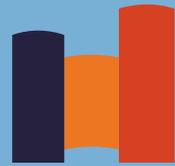
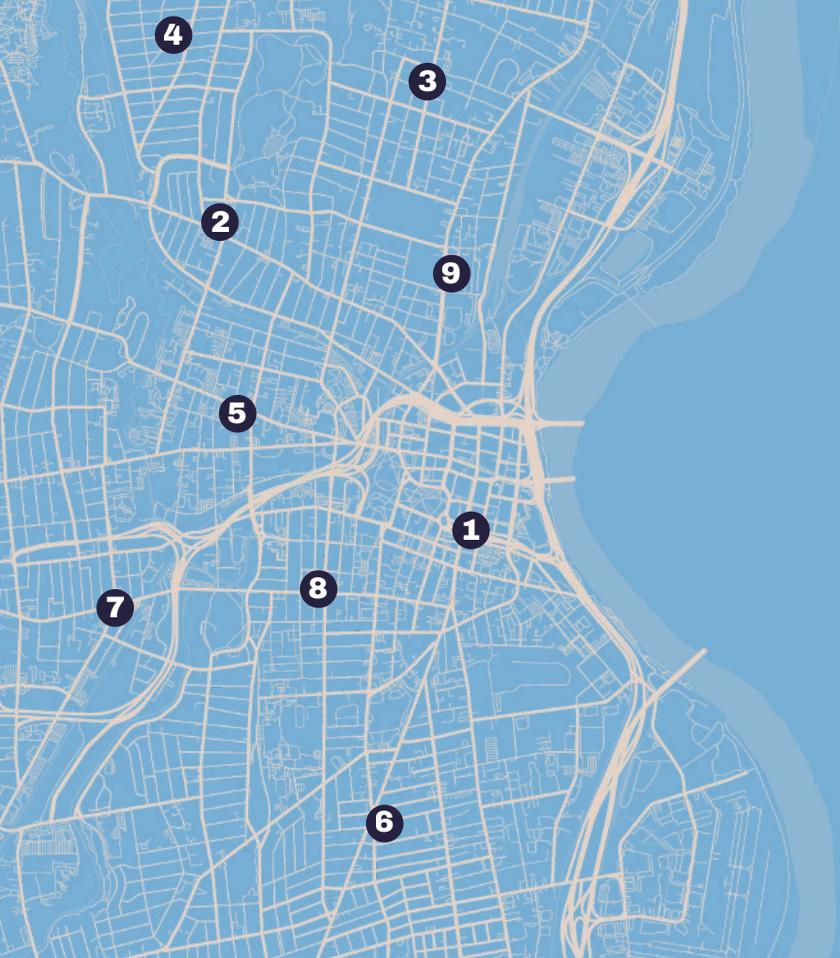
- This annual award recognizes outstanding public relations efforts and is the most prestigious of all library awards in the public relations field

HOW TO APPLY

Please email your resume and cover letter to hpljobs@hplct.org and reference "Chief Advancement Officer" in the subject line of your email.

Hiring Range: \$133,996.20 - \$146,966.56 DOE

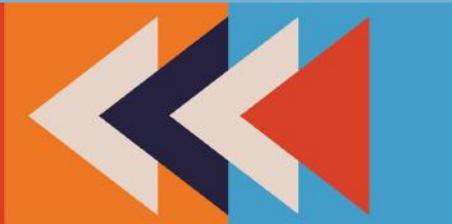
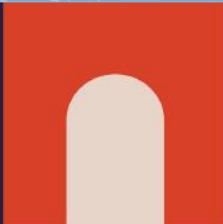
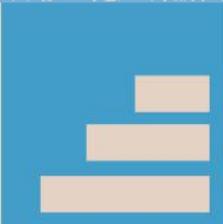
Hartford Public Library is an Equal Opportunity Employer.



**HARTFORD
PUBLIC
LIBRARY**

in your neighborhood

- 1** DOWNTOWN LIBRARY
500 Main Street
- 2** ALBANY LIBRARY
1250 Albany Avenue
- 3** BARBOUR LIBRARY
261 Barbour Street
- 4** BOUNDLESS LIBRARY @ RAWSON
260 Holcomb Street
- 5** BOUNDLESS LIBRARY @ WEST MIDDLE
44 Niles Street
- 6** CAMP FIELD LIBRARY
30 Campfield Avenue
- 7** DWIGHT LIBRARY
7 New Park Avenue
- 8** PARK STREET LIBRARY @ THE LYRIC
603 Park Street
- 9** ROPKINS LIBRARY
1750 Main Street



Hartford Public Library

500 Main Street
Hartford, CT 06103



hplct.org