

The job description below is not intended to describe, in detail, the multitude of tasks that may be assigned, but rather to give the employee a general sense of the responsibilities and expectations of this position. Bucks County Free Library reserves the right to modify this job description at any time with or without notice.



Bucks County Free Library

Bucks County Free Library Job Description Marketing and Fundraising Specialist

Job Title: Marketing and Fundraising Specialist
Job Level: Level 5a
Department Name: District Services
Reports To: District Consultant
Date Prepared: August 2021
Approved By: Chief Executive Officer

EDUCATION: Requires a bachelor's degree in communications, marketing, public relations, or related field.

EXPERIENCE: Requires three years of experience in marketing, public relations, fundraising, or a related field.

OTHER REQUIREMENTS:

- Must have current driver's license, insurance, and own transportation or ability to travel among many library sites.
- Applicant must provide on date of hire the following three required clearances: PA State Police Criminal Record Check; PA Child Abuse History Clearance; and FBI fingerprint-based background check.

POSITION SUMMARY: Provides coordinated marketing and fundraising assistance and services to twelve separate public libraries in the Bucks County Library District, including eleven independent community libraries plus the Bucks County Free Library, a seven-branch library system.

Prepares, edits, and distributes press releases, brochures, flyers, posters, social media posts, web pages, and multi-media presentations for basic library services and major events, campaigns, or initiatives. Writes and edits copy for fundraising appeals and other donor communications. Assists with design and formatting of promotional materials. Maintains a directory of media contacts and outlets where member libraries can submit press releases and post announcements.

Plans and conducts training in areas of expertise, including topics such as how to give an elevator speech, how to best use social media, and how to write engaging and effective promotional materials. Provides support to member libraries with strategic planning and gathering community input about the library. Examples include developing, conducting, and compiling community surveys, assisting with focus groups and planning sessions, and formatting final strategic plans and related documents.

SCOPE OF RESPONSIBILITY:

Supervisory Responsibility: May guide the work of other staff or volunteers.

Supervision Received: Work is assigned and performed under general supervision with little functional guidance, following established procedures. Situations are rarely referred to a supervisor unless a change to policy or procedure is involved.

Customer Satisfaction and Service: Understands and communicates moderately complex information and identifies and resolves routine problems to ensure that customer satisfaction and service are maintained through daily interaction with internal and/or external contacts.

Decision Making Impact: Productivity or actions affect a number of work groups, an entire function or large department or numerous customers.

Communication: Type of Interaction and Level of Contact – Interaction requires a great deal of tact, sensitivity and cooperation, facilitating conversations with or providing information to members of the public or staff who may have differences of opinion. Level of contact is primarily with media professionals, co-workers, colleagues, administrators and/or department heads, and community representatives.

Complexity: Work is diversified and moderately complicated, requiring judgment to select options and in applying established practices and procedures. Involves regularly making choices about how to address problems.

Budget Responsibility: Tracks a spending budget. Keeps budget records, including cash receipts, and monitors budget expenditures, notifying the appropriate supervisor of problems or issues. May monitor time sheets.

ESSENTIAL DUTIES AND RESPONSIBILITIES: The job's essential or most important functions and responsibilities. Includes all aspects of the job, whether performed daily, weekly, monthly, annually, or at irregular intervals.

- Provides coordinated marketing and fundraising assistance and services to twelve separate public libraries in the Bucks County Library District, including eleven independent community libraries plus the Bucks County Free Library, a seven-branch library system.
- Researches and identifies main customer groups and audiences to determine the best ways to communicate with them. Helps member libraries develop and implement local marketing and communication strategies based on findings.
- Prepares, edits, and distributes press releases, brochures, flyers, posters, social media posts, web pages, and multi-media presentations for basic library services and major events, campaigns, or initiatives. Writes and edits copy for fundraising appeals and other donor communications such as newsletters, gift acknowledgements, and related touchpoint communications. Assists with design and formatting of promotional materials.
- Helps member libraries develop publicity timelines and produce support materials for major events and fundraising campaigns.

- Prepares templates, style sheets, guidelines, and instructions for others to follow when producing and posting or distributing promotional materials. Develops and maintains a library of visual and verbal items publicizing basic and recurring library services that member libraries can use as needed for local publication.
- Compiles or drafts materials for grant submissions. Assists member libraries with grant writing.
- Maintains a directory of media contacts and outlets where member libraries can submit press releases and post announcements for routine services and events. Establishes and maintains cooperative relationships with media representatives. Helps connect member libraries with media representatives for promotion of major events and services.
- Develops ideas for advertisements and promotional materials, including giveaway items. Coordinates with library staff and outside vendors on design and production.
- Provides support to member libraries with strategic planning and gathering community input about the library. Examples include developing, conducting, and compiling community surveys, assisting with focus groups and planning sessions, and formatting final strategic plans and related documents.
- Continuously measures and evaluates the effectiveness of marketing, advertising, and fundraising communication programs, channels, and strategies.
- Fosters staff skill development through personal example and coaching. Plans and conducts training in areas of expertise, including topics such as how to give an elevator speech, how to best use social media, and how to write engaging and effective promotional materials.
- Attends and participates in meetings and training sessions. Engages in professional development activities, such as taking continuing education classes and attending or participating in conferences, workshops, professional meetings, and associations.
- Develops and maintains constructive and cooperative working relationships with senior management, co-workers, colleagues, direct reports, community members, and outside groups.
- Coordinates projects and activities with other managers or department staff.
- Makes decisions and resolves problems. Analyzes information and evaluates results to choose the best solution.
- Provides information to supervisors, co-workers, colleagues, and staff by telephone, e-mail, or in person.
- Maintains records in accordance with the library's retention policy.
- Participates as a leader or member of internal ad hoc committees or special project teams.
- Maintains the orderliness and safety of individual and shared staff work areas.
- Serves as a participant or leader of internal or external committees or teams.
- Maintains regular and dependable personal attendance and punctuality.
- Assumes other duties and projects as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, and sales.
- Knowledge of principles and methods used to measure marketing effectiveness.
- Knowledge of computer hardware and software, including clerical office procedures and systems such as e-mail, word processing, spreadsheet, and database programs.
- Knowledge of the philosophy and objectives of public library service.
- Knowledge of graphic design and communication software and apps, including desktop publishing, graphics, photo imaging, instant messaging, video creation and editing, and web page creation and editing software.
- Knowledge of web content management software (WordPress), including themes, plug-ins, and add-on development.
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Active listening skills, such as giving full attention to what others are saying, taking time to understand key points, asking questions, and listening without unnecessary interruption.
- Coordination skills. Ability to adjust actions as needed in relation to others' actions or changing conditions.
- Judgment and decision making skills. Ability to consider and anticipate the relative costs, benefits, and possible consequences of an action.
- Social skills. Awareness and understanding of others' reactions.
- Time management skills, including the ability to manage the time of others.
- Ability to read, listen to, and understand complex information in English.
- Ability to speak clearly and identify and understand the speech of others.
- Ability to clearly communicate information and ideas in writing and speaking in English so that others with differing knowledge, skills, abilities, education, and experience will understand.
- Ability to apply critical thinking skills such as logic and inductive or deductive reasoning to analyze problems, identify alternative solutions, and implement plans in support of goals.
- Far and near vision, the ability to see details at a distance and at close range.
- Selective attention, the ability to concentrate on a task over a period of time without being distracted.

PHYSICAL DEMANDS:

Amount of time spent on the following physical activities. Definitions below indicate the frequency of occurrence.

None – The person does not perform this activity.

Occasionally – The person does the activity up to 33% of the time.

Frequently – The person does the activity 34% to 66% of the time.

Continuously – The person does the activity 67% to 100% of the time.

<u>Activity</u>	<u>None</u>	<u>Occasionally</u>	<u>Frequently</u>	<u>Continuously</u>
Standing	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Walking	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sitting	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Repetitive Hand Motion	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reaching/Working Overhead	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climbing or balancing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stooping, kneeling, crouching or crawling	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Does this job require that weight be lifted or force be exerted? Yes No

If so, how much and how often? Check the appropriate boxes below.

<u>Activity</u>	<u>None</u>	<u>Occasionally</u>	<u>Frequently</u>	<u>Continuously</u>
Up to 10 pounds	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 25 pounds	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 50 pounds	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 100 pounds	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More than 100 pounds	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>