



## **Bucks County Free Library**

### **Bucks County Free Library Job Description**

**Job Title:** Communication and Development Director  
**Job Level:** Level 5c  
**Department Name:** Communication and Development  
**Reports To:** Chief Executive Officer  
**Date Prepared:** August 2024  
**Approved By:** Chief Executive Officer

**POSITION SUMMARY:** Plans, directs, and manages all marketing and fundraising efforts, and related communications. Develops and leads the execution of the communication and development plans. Coordinates and implements all tasks related to marketing and fundraising efforts including events, promotion of our efforts through media relations and social media management, online newsletters, campaigns, relationship building with key partners and individual donors, and other related duties to market our brand, increase awareness, and raise funds. This is an FLSA exempt position.

#### **MINIMUM EDUCATION AND EXPERIENCE:**

- Bachelor's degree in communications, marketing, public relations, or related field.
- At least 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.

## **REPRESENTATIVE ESSENTIAL DUTIES AND RESPONSIBILITIES:**

### **Communications**

- Plans, directs, and manages coordinated marketing and fundraising efforts, and related communications. Analyzes workflow, establishes priorities, and develops policies, procedures, and standards. Sets and meets deadlines. Coordinates projects and activities with other managers or department staff. Ensures that work product is consistent with organizational goals, policies, regulations, procedures, and guidelines.
- Continuously measures and evaluates the effectiveness of marketing, advertising, and fundraising communication programs, channels, and strategies.
- Prepares, edits, and distributes press releases, brochures, flyers, posters, social media posts, web pages, annual reports, 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. Designs and formats promotional materials.
- Maintains a directory of media contacts and outlets. Establishes and maintains cooperative relationships with media representatives-for promotion of major events and services.
- Researches and identifies main customer groups and audiences to determine the best ways to communicate with them. Regularly evaluates and adjusts marketing and communication strategies based on findings.
- Provides support 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 strategic plans and related documents.

### **Marketing and Public Relations**

- Creates marketing strategy and plan including development of publicity timelines and production of support materials for major events and fundraising campaigns. Develops and monitors marketing budgets. Coordinates all marketing activities in collaboration with other managers and staff.
- 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 can be used as needed for local publication.
- Develops ideas for advertisements and promotional materials, including giveaway items. Coordinates with library staff and outside vendors on design and production.

## **Development and Fundraising**

- Creates fundraising strategy and plan including lines of revenue from the annual fundraiser, major gifts, corporate sponsorship, and grants. Identifies fundraising event priorities and lead planning and execution. Develops and monitors fundraising project budgets. Manages and maintains donor database.
- Establishes new and enhances existing relationships with key local partners. Along with the Chief Executive Officer, plays a leading role in stewarding donors.
- Compiles and drafts materials to meet grant application and reporting deadlines. Collaborates with other managers, and staff on grant writing efforts.

## **Leadership**

- 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, email, 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.

## **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.

## **REPRESENTATIVE 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, plugins, 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.*

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

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

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

- Frequent standing, walking, or sitting. Frequent repetitive hand motion.
- Occasional reaching or working overhead. Occasional climbing or balancing. Occasional stooping, kneeling, crouching, or crawling.
- Job requires that weight be lifted or force exerted frequently up to 25 pounds. Occasional up to 50 pounds. Never requires more than 100 pounds (force exerted).