



Bucks County Free Library

Bucks County Free Library Job Description

Job Title: Marketing and Communications Manager
Job Level: Level 5
Department Name: Communication and Development
Reports To: Community Engagement Director
Date Prepared: August 2024; updated September 2025
Approved By: Chief Executive Officer

POSITION SUMMARY: Plans and manages county-wide marketing efforts and related communications. Works with the administrative team to develop and lead the communication plan. Coordinates and implements all tasks related to centralized marketing efforts including events, promotion of our efforts through media relations and social media management, online newsletters, campaigns, and other related duties to market our brand and increase awareness.

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 and manages centralized marketing efforts and related communications. Works within established priorities and assists with developing 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.
- Designs and releases social media posts and web pages. Develops social media campaigns in collaboration with the administrative team. Analyses performance indicators and makes suggestions for improvement.
- Prepares, edits, and distributes press releases. Writes and edits copy for newsletters and other related touchpoint communications.
- Creates and distributes brochures, flyers, posters, annual reports, and multi-media presentations for basic library services and major events, campaigns, or initiatives. 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.
- Continuously measures and evaluates the effectiveness of marketing, advertising, and communication programs, channels, and strategies.

Marketing and Public Relations

- Creates marketing strategy in collaboration with administrative team. Develops publicity timelines and production of support materials for major events. Monitors marketing budgets. Coordinates all marketing activities in collaboration with other managers and staff.
- Assists with preparing 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.

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: Oversees an allocated budget. Oversees tracking of cash receipts, and may authorize limited types of expenditures. 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).

SIGNATURE

I have read and have been given an opportunity to ask questions regarding this job description.

I also understand that this job description does not constitute an implied or expressed contract for employment with Bucks County Free Library. In addition, I understand that Bucks County Free Library is an employment at-will employer and that the organization or I may terminate the employment relationship at any time with or without cause. Furthermore, I understand that this job description does not contain all of the responsibilities that I may be asked to carry out while employed with Bucks County Free Library and that I will perform other duties that are assigned to me to the best of my abilities.

I agree to accept the responsibilities and duties as outlined.

Employee Signature

Date