



Bucks County Free Library

Bucks County Free Library Job Description

Job Title: Development Director
Job Level: Level 6
Department Name: Administration
Reports To: Chief Executive Officer
Date Prepared: February 2026
Approved By: Chief Executive Officer

POSITION SUMMARY: Plans, directs, and manages all fundraising efforts, and related communications. Leads donor prospecting efforts. Manages the logistics and execution of annual fund appeals and donor campaigns. Manages the design, production, and delivery of all internal and external communications related to development. Coordinates and implements all tasks related to fundraising efforts including online newsletters, campaigns, relationship building with key partners and individual donors, events, promotion of our efforts through media relations and social media management, 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 Business Administration; Public Administration or Nonprofit Management; Marketing, Communications, or Public Relations; or a related field.
- At least three years of experience in fundraising, nonprofit management, sales, 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:

Development and Fundraising

- Lead donor prospecting efforts, creating pathways for new donors to support Bucks County Free Library. Generate new ideas that increase revenue and donor loyalty.
- Help our donors accomplish their philanthropic goals through a relationship with our organization.
- Create, implement, and manage opportunities for corporate giving and sponsorships.
- Develop and execute the annual fundraising plan. Report on progress to senior management and the board.
- Manage the logistics and execution of annual fund appeals and donor campaigns, including timelines, print and digital mailings and donor list segmentation. Develop and monitor fundraising project budgets.
- Manage and implement opportunities for monthly giving.
- Engage with donors to cultivate ongoing relationships and deepen donor engagement through phone calls, text messages, emails, and social media interactions. Plan and execute small mission-driven engagement events as part of donor-cultivation efforts.
- Make direct, face-to-face solicitations.
- Oversee the donor management CRM software, including entering gifts, tracking interactions, running reports, and ensuring data integrity.
- Prepare and send routine donor acknowledgments, thank-you cards, and campaign updates.
- Stay current on relevant tools and technologies to streamline gift acceptance, processing and acknowledgement.
- Track campaign performance and provide post-campaign analysis to inform future strategies.
- Monitor donor trends, lapsed donors, and other opportunities for re-engagement or elevating donors
- Attend major library events across the county to foster relationships and recruit donors. Identify potential fundraising event priorities and lead planning and execution of small mission-driven donor engagement and cultivation events.
- Research and evaluate grant opportunities based on strategic priorities. Compile and draft materials to meet grant application and reporting deadlines. Coordinate and collaborate with other managers and staff on grant writing efforts. Track grant outcomes and meet reporting requirements.
- Recruit, train, and support key volunteers to assist in advancement efforts.
- Communicate fundraising goals throughout the organization and equip staff to reach them.

Communications

- Lead development-related digital communications efforts, including social media, email campaigns, digital ads, and content development for library's website.
- Create and distribute email communications in Constant Contact, supporting donor engagement through list segmentation, timely messaging, and engaging storytelling.
- Design and produce materials such as newsletters, annual reports, brochures, fundraising appeals, and social media content using Canva, Constant Contact, and other tools.
- Maintain branding standards and consistency in all materials.
- Measure and evaluate the effectiveness of fundraising communication programs, channels, and strategies. Adjusts marketing and communication strategies based on findings.

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.
- 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.
- Analyzes workflow, establishes priorities, and develops policies, procedures, and standards. Sets and meets deadlines.
- 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.
- Provides information to supervisors, co-workers, colleagues, and staff by telephone, email, or in person.
- Makes decisions and resolves problems. Analyzes information and evaluates results to choose the best solution. Ensures that work product is consistent with organizational goals, policies, regulations, procedures, and guidelines.
- 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.
- Provide support with strategic planning and gathering community input about the library, including formatting strategic plans and related documents.
- 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 complex information, resolves complex problems, including some accountability for ensuring customer satisfaction within assigned areas.

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. Drafts budget/allocations for final approval. Oversees tracking of cash receipts, and may authorize limited types of expenditures. Approves and submits time sheets.

REPRESENTATIVE KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- 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 media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

- Knowledge of principles and methods used to measure marketing effectiveness.
- 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 computer hardware and software, including clerical office procedures and systems such as e-mail, word processing, spreadsheet, and database programs.
- Knowledge of administrative and office procedures and systems such as word processing, managing files and records, designing forms, and workplace terminology.
- Knowledge of the philosophy and objectives of public library service.
- 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