

Bexley Public Library
Position Description

Position Title:	Director of Advancement & Community Relations
FLSA Status:	Exempt
Reports to:	Library Director
Department:	Community Relations
Salary Range:	
Last Revision:	10/13

PURPOSE OF WORK:

Under general direction, the Director of Advancement and Community Relations serves as a member of the leadership team and is responsible for the library's advancement initiatives. This includes but is not limited to: marketing and communications, public relations, fund development and grant writing, digital presence, brand initiatives, community partnerships, outreach and volunteers, and alignment of library programming and the alignment of library programming with the library's mission.

ESSENTIAL POSITION FUNCTIONS

1. Coordinates the work and determines the goals of the Community Relations team in an ongoing campaign to communicate the library's value to the community
2. Responsible for supervision of Community Relations staff members; sets individual performance measures and ensures accountability; hires, orients, trains, coaches, manages, and evaluates direct reports
3. Serves as a member of the leadership team; oversees operations in the absence of the Director and/or the Fiscal Officer; attends library board meetings, monthly
4. Develops, coordinates, and implements innovative internal and external marketing and communications strategies
5. Oversees design and printing of library publications and promotional materials including the library's Annual Report to the community
6. Responsible for the library's fund development initiatives in collaboration with the library director; actively seeks and provides support for alternative funding sources for library programs and events in collaboration with library staff
7. Responsible for the coordination, scheduling, promotion, and evaluation of library programs in collaboration with public service staff; may serve as point of contact or program coordinator for external speakers or performers
8. Oversees and assists with the coordination and implementation of outreach activities, special library programs, events, and displays, as needed; represents the library at community events
9. Advocates at the state and local level for library goals and objectives with the library director
10. Develops and maintains effective relationships with residents, government officials, community leaders, community organizations, other libraries, and the local print and broadcast media
11. Serves as the liaison to the Friends of Bexley Public Library; actively participates in at least one community organization or project on an ongoing basis

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12. Responsible for all library communications to the public related to the Ohio Public Records Act
13. Oversees development and maintenance of the library web site and social media presence in conjunction with appropriate staff
14. Drafts communications for the library director, as needed
15. Provides written and verbal reports on both routine and special projects
16. Performs additional duties as assigned including leading task forces, committees, etc.
17. Demonstrates a positive attitude and supports library goals and objectives
18. Responds to patron questions and situations in accordance with library policy and in a manner to enhance the reputation of the library as a public service organization
19. Other duties as assigned

MINIMUM QUALIFICATIONS

1. Bachelor's degree in journalism, marketing, communications, or a related field AND
2. A minimum of four (4) years of experience in public relations, marketing, development, or a related field; an equivalent combination of knowledge, skills, and experience
3. Demonstrated success in a fundraising and development capacity
4. Strong leadership skills including the ability to: serve as a role model, demonstrate sound judgment, resolve problems and conflicts equitably, and maintain a forward-moving team environment
5. Maintains composure and professionalism under pressure
6. Sensitive to deadlines and completes work accurately and effectively in a timely manner
7. Demonstrated ability to develop and maintain effective working relationships with internal and external stakeholders
8. Ability to define problems, collect and evaluate data, establish facts and draw valid conclusions
9. Project management experience including planning, tracking, and evaluating projects
10. Ability to work a flexible schedule, including nights and weekends, as needed
11. Ability to maintain confidentiality and use appropriate judgment in handling information and records
12. Excellent written and verbal communication and presentation skills
13. Proficiency in desktop publishing software such as Publisher or InDesign
14. Advanced proficiency in word processing, spreadsheet, and presentation software

PREFERRED QUALIFICATIONS

1. At least one (1) year of management or supervisory experience
2. Experience in the non-profit or public sector
3. Strategic or long-term planning experience
4. Experience planning and managing budgets
5. Experience with event or program planning and implementation
6. Knowledge of and experience with web design, social media platforms, and/or graphic design

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PHYSICAL DEMANDS

Ability to sit and use a computer for extended periods and operate standard office equipment, daily

Ability to lift and move up to fifty (50) pounds, occasionally

Ability to push book trucks with up to 150 pounds of materials on them, occasionally

Ability to stand for extended periods, occasionally

Ability to perform reaching, bending, climbing and squatting, occasionally

Travel by automobile, occasionally

WORKING CONDITIONS

Majority of work performed in general office/library environment

Requires availability for extended hours as needed

Requires evenings and/or weekends as needed

Requires periodic participation and attendance at events and trainings

This position description is not intended to be a complete list of all responsibilities, skills, or working conditions associated with this position and is subject to review and change at any time in accordance with the needs of Bexley Public Library. Reasonable accommodations may be made to enable someone with a qualifying disability to perform the essential functions of this position.

Signature: _____

Date: _____