

<b>Job Title</b>	Communication & Development Director		
<b>Reports to</b>	Executive Director	<b>Supervises</b>	Communication Associate Communication Specialist Development Manager Graphic Designer
<b>FLSA/WMWA Status</b>	Not eligible for overtime	<b>Remote Work Status</b>	Eligible for remote work
<b>Revision Date</b>	February 2025	<b>Compensation Band</b>	D1
<b>Required</b>	Background & driver license check		

<b>Job Overview</b>
<p>Working with the Executive Director as a member of the District's Leadership Team, this position plans, develops, organizes, evaluates, directs, and manages the District's communication and development programs in a manner that supports the District's strategic plan, mission, goals, and objectives.</p> <p>Provides guidance and advice regarding District operations and services; formulates District-wide policies and procedures participates in the strategic and long-range planning for the operation and future development of the District.</p>

Qualifications	
The ideal candidate will be able to build relationships at all levels, have Bachelor’s degree in Communication, Public Relations, Journalism or a related field, with five years progressively responsible work experience in public relations, fundraising, journalism, marketing or communications, and two years of supervisory experience. Public sector experience preferred.	
The District may accept an equivalent combination of education and experience in lieu of the above.	
Ability to	Analyze and use reasoning to logically solve problems and contribute to the solution of problems related to library services.
	Communicate effectively with staff and customers
	Develop: <ul style="list-style-type: none"><li>• Effective community resources and contacts</li><li>• System wide policies, procedures, and services.</li></ul>
	Effectively communicating District messaging to various audiences
	Establish and maintain effective working relationships with District staff, Board of Trustees, area library communications staff, public officials, civic and community groups, the general public and media representatives.
	Establish and maintain positive team relationships
	Exercise interpersonal sensitivity while working effectively with individuals of diverse cultures, interpersonal styles, abilities, motivations, or backgrounds.
	Follow directions and work quickly and accurately to meet deadlines.
	Interact in a professional and respectful manner with staff and customers, demonstrating positive customer service behaviors
	Maintain confidentiality of information
	Make effective presentations
	Model behavior for high levels of service.
	Organize and express ideas effectively in verbal and written communication.
	Positively represent the District within the community
	Travel to a variety of locations to perform work and/or attend work-related meetings and trainings.
	Use initiative, problem-solving skills, and sound judgement
Knowledge of	Alphabetic, numeric and/or alphanumeric order
	Dewey Decimal system of classification
	Effective interpersonal communication and persuasion techniques
	The current and emerging trends in communication, public relations, and fund-raising.
	The formulation, design, layout and writing of effective public information materials.

	Use and application of social media
	Effective interpersonal communication and persuasion techniques.
	The use of electronic media.
	Library services and resources
	Management principles and practices including program planning & evaluation, budgeting, supervision, and strategic planning
	Microsoft Office and other software applications
	Principles and methods of supervision, management, and training.
	Principles of intellectual freedom and open access
	Public library resources, programs, and services
	The principles and practices of communication, marketing, community and public relations, charitable solicitation, fund-raising and philanthropic giving.
Other	Valid driver license and required insurance when operating a privately-owned vehicle for business purposes.

### Job Duties

*The duties listed are intended only as illustrations of the types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.*

As part of the Leadership Team:

- Oversees and directs the functions of the Communication & Development departments.
- Plans, organizes, directs, and evaluates Communication & Development needs to meet the District's mission, goals, and objectives; analyzes Communication & Development needs and implements changes to procedures, practices, equipment, facilities and or staffing to meet identified needs.
- Develops and administers the annual budget for the Communication and Development departments, approves expenditures as needed
- Maintains knowledge of current trends, developments, and issues. Informs the Executive Director and Leadership Team as necessary; makes recommendations for follow up
- Drafts new policies and edits existing policies for submission to the Board of Trustees; drafts procedures
- Oversees and evaluates statistical data to analyze use/impact/? Of assigned department; prepares relevant reports; Identifies and implements systems for improving process efficiency and effectiveness
- Develops, implements, and administers programs, policies, and administrative procedures that complement the District's mission and strategic objectives.

Creates, implements, and measures the effectiveness of short- and long-range strategic activities and operating plans for the District's communication, advertising, and development programs; coordinates with the Executive Director, serves on the executive leadership team, and works with Public Services to develop strategic marketing campaigns designed to increase public awareness of the library and library programs.

Advises the Executive Director, Board of Trustees and staff on the possible public relations impact of proposed activities; advises staff regarding appropriate voice for internal communication or messaging, including crisis management.

Develops and implements effective, consistently-branded external communication; coordinates design, production, and distribution of print and digital materials used for public information and fund raising campaigns. Participates in the development and evaluation of the District website.

Develops and nurtures contacts and relationships with potential donors and sources of support.

Serves as the primary contact and liaison for media and community groups; prepares, edits, and oversees distribution of media information; cultivates positive relationships with representatives of media, civic, and community leaders.

Raise funds for the District by identifying potential sources of philanthropic giving and developing a donor-recipient relationship. Solicit major, planned, and annual giving from private donors, and review/edit grants and gifts from corporate foundations, charitable trusts, and other sources.

Keeps current on emerging trends and developments in communication, electronic media, community relations, and public information, as well as community events, resources, and promotional opportunities.

Trains District staff in media and community relations issues; Works with staff to develop and maintain websites and other electronic media to support fundraising activities.
Implement Board policy regarding distribution of materials from outside organizations to appropriate libraries.
Enforces the Code of Conduct
Works to resolve internal and external customer issues effectively and with a customer-first mentality; refers to other departments or staff as necessary
In addition, this position may: <ul style="list-style-type: none"> <li>• Clean &amp; disinfect common and shared work areas</li> <li>• Perform seasonal tasks such as shoveling snow and spreading ice melt</li> </ul>
Performs other duties as needed or as directed

### **Supervisory Responsibilities**

*The supervisory responsibilities listed are intended only as illustrative. The omission of specific responsibilities does not exclude them from the position if the work is similar, related or a logical assignment to the position.*

Participate in the hiring process
Provide constructive feedback and on-time performance evaluations
Identify training needs and recommend/assign training to meet those needs
Set priorities and expectations
Serve as a positive role model, embracing change, in order to motivate and coach staff to grow and further their skills

### **Work Environment**

Work is performed in an office environment. Personal interaction with elected officials, employees, representatives of businesses, civic, and government organizations and the general public is required.

The noise level is usually low.

Work may be performed outdoors and exposure to extreme weather conditions may occur.

### **Physical Demands**

An individual performing the duties in this position may be required to stand, walk, stoop, kneel, reach, bend, and/or crouch; lift, carry and/or grasp up to 40 pounds and/or push and/or pull objects weighing up to 200 pounds on a wheeled cart or hand truck.

### **Psychological Demands**

Make decisions, supervise staff, learn new tasks, remember processes, maintain focus performing repetitive duties, communicate with customers and other staff, interact with or witness interactions with individuals who may be angry, hostile, experiencing mental and/or physical health issues. Ability to adapt to changing conditions, interruptions, and working under moderate to high stress levels.