

Position Title	Communication and Development Director		
Working Title			
FLSA Status	Exempt	Job Code	1710
Salary Band	D1	Revised	1/2019

General Purpose

Plans, develops, organizes, directs, and evaluates the effectiveness of the District's external and internal communication program, and short and long-term financial development efforts.

Illustrative Examples of Duties and Responsibilities

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, implements, and administers policies and procedures designed to ensure consistent, accurate and timely communication to various constituencies.

Analyzes, recommends, and administers an annual communication budget.

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.

Implement Board policy regarding distribution of materials from outside organizations to appropriate libraries.



www.sclld.org
 Administrative Offices
 509.893.8200
 fax 509.893.8472

Airway Heights Library
 509.893.8250
 Argonne Library
 509.893.8260

Cheney Library
 509.893.8280
 Deer Park Library
 509.893.8300

Fairfield Library
 509.893.8320
 Medical Lake Library
 509.893.8330

Moran Prairie Library
 509.893.8340
 North Spokane Library
 509.893.8350

Otis Orchards Library
 509.893.8390
 Spokane Valley Library
 509.893.8400

Interviews, selects, and hires new employees for the department; directs, plans, assigns and determines the manner of work performed.

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.

Performs other related tasks as necessary.

Supervision

Reports to: Executive Director

Supervises: Communication Specialist, Graphic Designer, Development Manager, Communication Associate

Minimum Qualifications

Required

- Bachelor's degree in communication, public relations, journalism or a related field
- Five years progressively responsible work experience in public relations, fundraising, journalism, marketing or communications

Preferred

- Two years supervisory experience
- Public sector experience

The District may accept an equivalent combination of education and experience in lieu of the above requirements.

Necessary Knowledge, Skills & Abilities

Knowledge of

- The principles and practices of communication, marketing, community and public relations, charitable solicitation, fund-raising and philanthropic giving.
- The current and emerging trends in communication, public relations, and fund-raising.
- The use of electronic media.
- The formulation, design, layout and writing of effective public information materials.
- Effective interpersonal communication and persuasion techniques.

Skill in

- Use and application of social media
- Development of effective community resources and contacts.

Ability to



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- Organize and express ideas effectively in verbal and written communication.
- Positively represent the District within the community.
- 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.
- Make effective presentations
- Consistently demonstrate quality customer service behavior(s).
- Interact in a professional and respectful manner with District staff and the public.
- Maintain confidentiality of information.
- Establish and maintain effective working relationships in a team environment.
- Use initiative, problem-solving skills, and sound judgment.

Work Environment/Physical Demands

Work is performed primarily in an office environment while standing or sitting at a desk for extended periods of time. Requires personal interaction with elected officials, employees, representatives of businesses, civic, and government organizations and the general public. Meeting business and statutory deadlines, ability to adapt to changing conditions, interruptions, and working under moderate to high stress levels are examples of the environmental requirements of the position.

An individual performing the duties in this position may be required to sit or stand for long periods of time, lift or move up to 40 pounds and/or push and/or pull objects weighing 50-100 pounds on a wheeled cart or book truck.

Special Requirements

- Criminal background check required.
- Must have valid driver's license and required mandatory insurance when operating a privately owned vehicle for business purposes.
- Must be able to travel to other locations to perform work, and/or attend work-related meetings, workshops or conferences.

The duties listed above 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.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.



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