

**James V. Brown Library
Position Description**

Job Title: Development, Marketing, and Public Relations Director	Department: Development, Marketing, and Public Relations
Classification: Administrator I	Reports To: Chief Financial Officer/Chief Operations Officer
FLSA Status: Exempt	Date Approved: 2026

Summary: The Development, Marketing, and Public Relations Director is responsible for implementing a strategic program that encompasses development, marketing, public relations, and advocacy to support library services. This position works with the Chief Financial Officer/Chief Operations Officer and the Chief Executive Officer & Director to create, implement, and administer a coordinated strategy of excellence for the Library.

This position description is not meant to be all-inclusive. There may be other duties assigned that fit within the overall responsibilities of each individual's job.

Leadership Responsibilities: The position requires a commitment to service excellence; the ability to see the big picture of the library; the ability to work well with others in a team; the ability to provide leadership and plan, prioritize and focus on what is critical; commitment to lifelong learning; recognition of the value of professional networking; and the ability to remain flexible and positive in a time of continuing change.

Supervises: Graphic Artist, Development and Marketing Assistant.

Committee Responsibilities: Administrative Team and Gala Committee.

Essential Duties and Responsibilities: The following list is representative of the typical duties and responsibilities performed. The employee's actual duties and responsibilities may vary slightly depending on department needs and individual assignments.

- Implementing a strategic development program. This includes:
 - Act as lead staff for scheduling and implementing direct mail campaigns, special event planning, annual Gala event, securing corporate sponsorships, managing special projects, annual gifts, and developing effective and targeted

solicitations with involvement by and support from Leadership staff and Board of Trustees.

- Network with attorneys, trust officers and others to raise awareness of planned giving opportunities. Communicate with donors about charitable giving laws and regulations that may impact and enhance a donor's ability to support library programs.
- Nurture relationships with potential donors and past donors through personal contact.
- Prepare a year-round calendar for fundraising activities.
- Establish good working relationships with media representatives, community foundation leaders, and financial institutions.
- Develop and implement the development department expense budget and set annual fundraising goals.
- Oversees that donor records are adequately maintained and donor communications are effective. Acknowledgements of donations are prepared and delivered in a timely manner including "Thank You" and tax records.
- Responsible for the overall marketing efforts of the organization.
 - Responsible for ensuring that the availability of services, programs, opportunities and resources of the Library are adequately communicated to the general public.
 - Responsible for managing the social media presence of the Library. Ensure that the website, Facebook, and others are relevant, informative and up to date.
 - Manages all social media for the James V. Brown Library, and the Facebook presence of Lycoming County Library System's Member Libraries.
 - Ensures that the marketing and public relations function of the organization is aligned with its mission.
 - Ensure that all printed materials are aligned with the goals of the organization.
- Responsible for strategically leading public relations with external stakeholders and develops public relations and advocacy campaigns for local government funding for the Library and Lycoming County Library System.
 - Responds to requests for information from media outlets with the aim to maintain the positive image of the Library and to promote the value of financially supporting the Library with public funding.

- Writes speeches, spearheads media coverage, press conferences, and tours/visits, and serves as the point of contact for external communications.
- Builds relationships with elected officials to communicate the value of supporting the Library with public funds.
- Develops and leads Public Awareness and Advocacy campaigns supported by Leadership staff, the Board of Trustees, and affiliate fundraising groups such as the Friends of the James V. Brown Library.
- Develops solicitations that encourages financial support from public funding authorities.

Education Required: Bachelor's degree in marketing, public relations, business, communications or a related area. Will consider experience in lieu of a bachelor's degree.

Experience and Qualifications: A total of at least three years of successful experience in the field of fund raising and development, preferably for a non-profit agency or the equivalent. Must be available to work some evenings and weekends for events. Valid driver's license and access to a vehicle are required. Excellent organizational and interpersonal skills. Excellent writing and other communication skills to articulate and align library needs with donor interests. Ability to exercise confidentiality, good judgment, diplomacy, and tact in working with others.

Working Conditions and Physical Demands:

The physical demands described below are representative of those that must be met in order to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties and responsibilities of this position, the employee is regularly required to speak and hear at a conversational level, use hands to handle objects, stand or sit for long periods of time, lift and/or move up to 10 pounds, reach, stoop, kneel or crouch. The employee is frequently required to lift and/or move up to 25 pounds and traverse stairs.