

POSITION DESCRIPTION

**PORTAGE COUNTY DISTRICT LIBRARY**

An Equal Opportunity Employer

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Job Title: **PUBLIC RELATIONS AND DEVELOPMENT MANAGER - Library Manager**

Department: Administration

Pay Scale: Library Manager

Hourly [ ] Salary [X]

Non-Exempt [ ] Exempt [X]

Bargaining Unit [ ] Admin.[ ] Prof. [X] Exec.[ ]

Immediate Supervisor: Director

Positions Supervised:

JOB PURPOSE:

Serves patrons by administering the Public Relations and Development department of the library, promoting library programs and services to the community and serving as primary point-of-contact for media relations and donor relations purposes.

QUALIFICATIONS:

Bachelor's degree in a field related to public relations or communications, experience in grant writing and donor relations, library experience preferred.

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of library goals and objectives; excellent communication skills including public speaking; understanding of principles and practices of public relations and marketing; understanding of print mediums, especially desktop publishing and graphics; ability to adhere to best practices in administering social media platforms for a public organization; knowledge of grant writing process from application to reporting, ability to define problems, collect data, establish facts and draw valid conclusions (e.g. research procedure, policy development and interpretation); plan, schedule and organize work; prepare meaningful, concise and accurate reports; establish cooperative work environment at both branch and interdepartmental levels; develop good rapport with library patrons.

SPECIAL QUALIFICATIONS:

Valid Ohio Driver's license or ability to obtain a license. Ability to work varied hours as needed which may include evenings and weekends.

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Date Prepared: March 17, 2022

Date Approved: March 17, 2022

PREPARED BY PORTAGE COUNTY DISTRICT LIBRARY

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**ILLUSTRATIVE DUTIES:** (The duties listed below are intended to depict tasks performed by this classification).

**ADMINISTRATIVE DUTIES**

- \*Implements library policies and procedures;
- \*Prepares monthly report for the Board of Trustees;
- \*Collects and maintains library statistics;
- \*Prepares reports as requested;

**PUBLIC RELATIONS DUTIES**

- \*Coordinates public relations for the library system;
- \*Works with the director as an official spokesperson for library system communications;
- \*Identifies opportunities to promote library service to the community;
- \*Maintains library social media accounts;
- \*Serves as primary contact for media inquiries;
- \*Designs information, marketing, and program publicity materials;
- \*Supervises the production and distribution of information, marketing, and publicity materials;
- \*Represents the library to community groups, governmental units, and other partners;
- \*Develops, implements, and evaluates marketing plan for the library;
- \*Monitors budget for publicity and promotional activities;
- Conducts programs and information sessions with community groups and staff;
- Serves on boards and committees, as requested.

**DEVELOPMENT DUTIES**

- \*Writes grants and assists in their preparation;
- \*Oversees ongoing reporting of grants and monitors usage of funds;
- \*Serves as point of contact with charitable organizations;
- \*Interfaces with Foundation and Friends of the Library support organizations;
- \*Works with Branch and Department Managers to identify opportunities for grant funding;
- \*Works with Fiscal Officer in preparing budget information regarding grant funding;

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**MISCELLANEOUS AND SPECIAL ASSIGNMENTS**

Attends staff meetings, workshops, in-service training, serves on committees when requested;  
Shelves library materials and reads shelves as requested;  
Performs additional duties as assigned.

\*Denotes essential function of the job.

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Employee Signature

Date