## JOB INFORMATION

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Marketing &amp; Development Manager</th>
<th>Civil Service:</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department</td>
<td>Library</td>
<td>Bargaining Unit:</td>
<td>Non-Bargaining</td>
</tr>
<tr>
<td>Reports to Position</td>
<td>Library Director</td>
<td>Pay Grade:</td>
<td>NB PayScale</td>
</tr>
<tr>
<td>Location</td>
<td>Marion Public Library</td>
<td>Overtime Status:</td>
<td>Salary</td>
</tr>
<tr>
<td>Effect Date</td>
<td>9/6/17</td>
<td>FLSA Status:</td>
<td>Exempt</td>
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</tbody>
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## JOB SUMMARY

Provide a brief description as to the primary purpose of this job (no more than three to five sentences):

This is a specialist position at the Marion Public Library. The employee manages a program of the library under the direction and supervision of the Library Director. The employee assists the library’s diverse patron population, both in person and through performing specialized library functions.

The employee serves as a member of the management team that develops library policies, service programs, and collections; participates in strategic planning and problem solving, marketing and outreach activities, space utilization planning and display of library materials.

## ESSENTIAL JOB DUTIES/WORK PERFORMED

List essential job functions that comprise the job; describe in terms of actions (verbs) and desired outcomes in order of most important first:

### Promotion and Marketing

- Work with Library staff to understand service priorities and promote library services and initiatives
- Oversee and direct the social network presence of the Marion Public Library, including creation of a social networking policy for the agency
- Identify and apply traditional and nontraditional opportunities for library promotion
- Lead public education campaign related to new library building, including creation of print and web-based materials
- Supervise a part-time Graphic Designer, including directing workflow

### Library Service

- Work with leadership team to assess library services for all ages, contribute to library planning documents, and strategize ways to improve services for the Marion community
- Develop and implement best practices for internal library signage and wayfinding
- Contribute to wayfinding and signage strategy for the new library building in cooperation with internal architect
- Serve on a public service desk and assist with library programming

### Development

- Maintain relations with the Marion Public Library Foundation and Friends of the Library groups
- Coordinate with Library Foundation to manage fundraising recordkeeping and clerical tasks for the Marion Public Library
- Identify and manage application processes, recordkeeping, and reporting for service and facility-related grants and other nontraditional funding
- Maintain memberships and participate in area fundraising and capital campaign groups
- Work with Library staff to communicate and market opportunities for public education and giving opportunities
- Create educational materials for the community related to fundraising and capital campaign efforts

### Other Responsibilities

- Assist with training staff as appropriate
- Welcome visiting individuals and groups by providing tours and other informational assistance
- Attend and participate in library staff meetings and training sessions
- Participate in professional organizations and continuing education activities
• Supervise the library when the Library Director and the Assistant Library Director are not present.

Daily work may include some clerical and paraprofessional tasks including but not limited to general circulation duties and minor maintenance.

REQUIRED KNOWLEDGE AND SKILLS

List key dimensions (measurements for success) for this position:

- Flexibility to embrace the changing mission and vision of the Marion Public Library
- Knowledge of promotion and marketing best practices
- Ability to work collaboratively and independently
- Strong creativity and a sense of humor
- Ability to understand, collect, and calculate statistics and perform qualitative analysis of community feedback
- Knowledge of and experience with database creation and use
- Exceptional attention to detail and organization
- Ability to manage several projects at once
- Knowledge of non-profit fundraising practices preferred
- Ability to work with minimum supervision
- Ability to supervise, train and evaluate staff
- Ability to represent the library to the public and profession
- Ability to act with political savvy
- Ability to identify potential community partners and donors, and ability to develop and maintain relationships as appropriate
- Ability to communicate clearly and concisely, both orally and in writing

ESSENTIAL FUNCTIONS & PHYSICAL ABILITIES

List key relationships (to whom and the nature of the relationship) and leadership received and from whom associated with this position:

- Ability to sit, bend, stoop, reach, stand, push, pull as required
- Physical agility, strength and dexterity necessary for handling library materials up to 35 pounds.
- Dexterity to use basic technology equipment, including a keyboard, mouse, and touchpad
- Interpersonal skills and cognitive flexibility to interface with a variety of internal and external customers in diverse, sometimes high-stress, situations
- Executive functioning skills appropriate for a busy, fast-paced environment

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

QUALIFICATIONS

List the minimum requirements to be considered for this position:

- Graduation from an accredited four-year college or university is required; fundraising, marketing, or non-profit management degrees preferred.
- Experience in non-profit fundraising or development preferred.
- Demonstrated project management skills are required.
- A valid Iowa driver’s license is required within 30 days of hire.

WORKING CONDITIONS

List working conditions for this position:

- Works in an office environment
- May be required to work some overtime upon demand of workload
- The Marion Public Library is a busy, customer-focused library with a high level of use by patrons of all ages. Patrons have high expectations regarding the quality and efficiency of library service.
- Program coordinators are required to work one evening per week and in a Saturday-Sunday rotation. They regularly work with and have access to patron records that are confidential according to the Code of Iowa.
REQUIRED BACKGROUND CHECKS

List working conditions for this position:

- Sex Offender Registry
- Drug Screening
- Driving Record
- Pre-Employment Physical