This Job Description identifies the major responsibilities of this job.

▪▪ **I. PURPOSE**

The Executive Director of Pueblo Library Foundation & Strategic Initiatives provides leadership to achieve excellent outcomes for the Pueblo Library Foundation’s and Pueblo City-County Library District’s (PCCLD) overall public image, promotion, and fundraising. This position works closely with the Executive Director in support of the Pueblo Library Foundation’s and PCCLD’s mission, vision, values, goals, and objectives. The job requires innovation, collaboration, and personal commitment in support of the success of public libraries in the greater Pueblo community and to enhance both institutions’ results and effectiveness.

▪▪ **II. RELATIONSHIPS**

The Executive Director of Pueblo Library Foundation & Strategic Initiatives reports to the Executive Director and serves as a member of the Library’s executive management team. The position supervises the Manager of Community Relations and the staff of the Pueblo Library Foundation. The position works closely with members of all departments within the Library District, and acts as a high-profile representative of the Pueblo Library Foundation and PCCLD to members of the community. The job requires the development and maintenance of productive relationships with various local, regional, and national vendors, businesses, and professionals. The position provides excellent customer service consistently demonstrating the ability to communicate effectively with people regardless of age, race, sexual orientation, ability level or background.

 ▪▪ **III. PRIMARY DUTIES AND RESPONSIBILITIES**

Directs Library fundraising strategies and activities, and plans and directs promotional and outreach activities for the Library Foundation and PCCLD.

Researches and solicits partnerships, gifts, grants, and sponsorships by citizens, philanthropic institutions, and businesses, government, and non-profit organizations to develop and support Library operations and capital asset need as well as endowment fundraising for the Pueblo Library Foundation.

Works with the Executive Director on development, planning and implementation of strategic initiatives including pre and post assessment and performance monitoring.

Develops strategic plans, goals, objectives, policies, and procedures for the Pueblo Library Foundation and the Community Relations Department programs to support Library services.

Administers Pueblo Library Foundation and PCCLD media and public relations relationships, helps communicate effectively to the general public about the Library, and continuously enhances the Pueblo Library Foundation’s and PCCLD’s excellent image, brand, and identity.

Serves as principal Library liaison to the Friends of the Library.

Directs Library publicity and marketing tactics and strategy, including public relations campaigns, promotions, advertising, press releases and provides support and quality review of all other marketing collateral and internal/external communications.

Directs the grant writing activities including acquiring outsourced grant writing.

Produces special events to benefit the Library in support of its mission within the community.

Monitors and directs the quality of Library annual reports and newsletters, promotional materials and signage, handouts and brochures, printing and graphic arts, and other publications in all media formats including PCCLD’s website and social media presence.

Works with PCCLD staff to implement initiatives to highlight Library services and projects, and foster sincere and caring customer service.

Administers the annual budget for the Pueblo Library Foundation and monitors the Community Relations Department budget.

Creates and maintains favorable relationships with media, community organizations, and supporters.

Fosters a positive image for PCCLD, the Library Foundation, and the Friends of the Library, including seeking the best PCCLD representative to be a spokesperson for the issue at hand, and directing Library district responses to the media.

Monitors the display of community information on public display racks and bulletin boards in all libraries.

Supports team efforts to maintain a safe and secure environment for customers and staff by maintaining awareness of surroundings and working in accordance with safety policies and procedures.

Continuously improves personal professional development in all areas of job duties and responsibilities.

Participates in monthly department meetings, attends Staff Development Days and other training sessions as required to stay informed and current on changes to PCCLD policies and procedures and information pertinent to PCCLD.

Reads daily organizational communications from intranet, e-mail, newsletters, telecommunications and print. Stays informed on all Library events throughout the District. Regularly accesses electronic timekeeping system, personnel and payroll database and on-line work request system.

▪▪ **IV. QUALIFICATIONS**

**Education and Experience:**   Bachelor’s degree is required with a graduate degree preferred. Five years of proven professional record of success in a related field is required, including, but not limited to, media and marketing, public relations, and/or fundraising. A demonstrable record of positive community engagement is required. Supervisory experience is required and executive leadership experience preferred.

**Skills and Abilities:**

Excellent interpersonal and communications ability, including writing and public speaking.

Proficiency with grant writing and the grant writing process.

Demonstrated marketing skills in all media forms.

Proven ability to develop, integrate, and implement public relations, marketing, and advertising promotional campaigns.

Expertise in graphic design and media production.

Skill in photography and video and audio production.

Skill in using relevant hardware and software.

Ability to function under flexible and changing conditions.

Strong engagement with community activities and knowledge of Library programs and services.

**Other Requirements:** Must be able to work a flexible schedule including days, evenings and weekends. Must submit to and successfully pass a criminal background investigation. Must possess a clean driving record, current Colorado Driver's License and provide proof of automobile insurance.

Equal Opportunity Employer.