



Director of Communications and Public Affairs

Job Description

Position Overview

The Director of Communications & Public Affairs leads the Library Foundation's internal and external messaging to elevate its mission, secure funding, and drive advocacy efforts. This role partners with the Executive Director/CEO, Board of Directors, and leadership team to develop and execute compelling marketing, advocacy, and fundraising strategies that amplify the Library Foundation's impact.

Key Responsibilities

- Strategic Communications & Branding
- Develop and execute a dynamic, results-driven communications strategy.
- Ensure consistent, impactful messaging across all Library Foundation platforms.
- Keep the Library Foundation at the forefront of public messaging by staying ahead of industry trends and key civic issues.
- Identify and secure high visibility speaking engagements for leadership and stakeholders.

Specific Duties and Responsibilities

Media & Public Relations

- Oversee media relations, crisis communication, and brand reputation management.
- Strengthen relationships with journalists, influencers, and media partners.
- Prepare leadership for interviews and public appearances, ensuring consistent messaging.
- Monitor media coverage, analyze trends, and optimize outreach strategies.
- Assist with events, including topic and speaker selection and coordination, designing materials, promotion on social media, and press planning and coordination.

Content & Digital Engagement

- Craft compelling content across digital, print, and social platforms.
- Manage email communications, websites, and social media to maximize reach and engagement.
- Oversee the development of marketing materials, annual reports, and donor communications.
- Develop persuasive storytelling pieces, testimonials, and campaign narratives.
- Collaborate with the Development Team to create content that is powerful and effective and supports annual fundraising goals.

Advocacy, Public Affairs & Outreach

- Lead advocacy efforts on behalf of the Library Foundation and public libraries.
- Track city budgets, policies, and legislative developments that impact libraries.
- Develop policy briefings, advocacy toolkits, and public comments for key stakeholders.
- Organize government and community meetings to advance library priorities.



- Recruit, train, and manage outreach volunteers to support advocacy and community engagement efforts.

Compensation & Benefits

- Salary Range: \$85,000 – \$95,000, commensurate with experience.
- Benefits: Comprehensive health, dental, and vision insurance.
- Retirement Plan: 3% employer match.
- Paid Time Off: Paid holidays and sick leave.
- Professional development opportunities tailored to your career growth.

Essential Qualities

- Strategic thinker with strong leadership skills.
- Exceptional writer and storyteller with a persuasive communication style.
- Highly organized, proactive, and results driven.
- Adaptable and resourceful in fast-paced environments.
- Team player with a collaborative and innovative mindset.

Qualifications & Experience

- Bachelor's degree in communications, media, public administration, or a related field (advanced degree preferred).
- 4+ years in communications, public relations, or advocacy, ideally in a nonprofit setting.
- Proven success in media relations, branding, and digital engagement.
- Expertise in crafting diverse content, from speeches to social media.
- Familiarity with WordPress, Microsoft Office, , Google Ad Grant, Google Analytics, Google for Nonprofit, Constant Contact, Canva, Adobe InDesign, Adobe Illustrator, Adobe Lightroom, Adobe Photoshop, Adobe Acrobat, social media platforms and content management tools.
- Experience managing external vendors, creative professionals, and volunteers.

EEO Statement:

All aspects of employment, including the decision to hire, promote, discipline, or discharge, will be based on merit, competence, performance, and business needs. The Library Foundation does not discriminate based on any protected status under federal, state, or local law. LBPLF is an equal opportunity employer committed to a diverse and inclusive workforce

APPLICATION PROCESS:

Interested candidates can apply by sending a resume and cover letter to info@lbplfoundation.org by no April 11, 2025.