

Position Description - Manager

Title:	Community Engagement Manager
Department:	Administration
FLSA Status:	Nonexempt
Employment Status:	Full time
Classification:	Manager
Hours Per Work Week:	37.5
Supervisor's Title:	Executive Director
Positions Supervised:	Graphic Designer
Fiscal Responsibility:	Yes
Last Revision:	October 2025

GENERAL SUMMARY

The Community Engagement Manager leads the Library's outreach, communications, fundraising, and merchandising efforts to enhance visibility, build partnerships, and connect the community with the Library's mission and services.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

1. Knowledge of effective supervisory methods and techniques.
2. Knowledge of principles and practices of library science.
3. Knowledge of literature, reference, informational, and other library materials, technology, programming, and services.
4. Knowledge of principles and practices of communications, marketing, and fundraising.
5. Skill in customer service.
6. Skill in public speaking and delivering educational and informational presentations.
7. Skill in graphic design software, digital tools, and associated hardware.
8. Ability to plan and conduct programs and events.
9. Ability to work independently and with coworkers in a wide variety of situations with minimal supervision.

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES

1. Maintains respect for confidential information at all times.
2. Supervises employees, provides direction, coaches, trains, mentors, hires, and manages performance to the organization's goals and expectations.
3. Adds value as a key member of management; understands the organization, financials, industry, customers, and strategy.

4. Manages assigned budgets and resources effectively and efficiently; knows and understands the organization's financial position.
5. Manages vendors and outside service providers effectively; sets expectations and holds them accountable, as needed.
6. Build and maintain relationships with community members, local organizations, schools, businesses, and government entities.
7. Represent the library at community meetings, events, and public forums.
8. Identify opportunities for partnerships that support the library's mission.
9. Develop and implement marketing and communications strategies to promote library services, programs, and events.
10. Manage social media, newsletters, press releases, and other communication channels.
11. Ensure consistent branding and messaging across all library communications.
12. Collaborate with staff to plan, promote, and execute community events, programs, and initiatives.
13. Assist staff with visual merchandising, including the design and placement of library displays, signage, and decorations to enhance visitor experience.
14. Coordinate seasonal themes, program-related decorations, and in-library promotional displays that encourage community engagement.
15. Work with the Library Director and Foundation to support fundraising strategies, donor engagement, and stewardship activities.
16. Assist with identifying funding opportunities, preparing grant proposals, and managing donor relationships.
17. Collaborates with the management team to ensure daily staffing needs are met.
18. Serves as Building Library Supervisor in charge as assigned.
19. Supports the vision, advances the mission, and embodies the core values of **Integrity, Equality, Service, Innovation, and Teamwork** of the Sandusky Library.
20. Complies with Sandusky Library's policies, rules, guidelines, procedures, requirements, standards, and practices applicable to the position, including [but not limited to] work scheduling and attendance, customer service, use of Library property, technology use, personal conduct, and confidentiality.
21. Other duties as assigned.

POSITION QUALIFICATIONS

- Education: Bachelor's degree in communications, marketing, or a relevant discipline is required.
- Certifications or licensure: None
- Years of relevant experience: 5 or more years are required.
- Years of experience supervising: 2 or more years is preferred.
- A valid driver's license, automobile insurance, and reliable personal transportation are required.

COMPETENCIES – MANAGERS

1. Adaptability 2. Communication 3. Customer service 4. Innovative 5. Leadership 6. Patron awareness	7. Organized 8. Problem solving 9. Project management 10. Strategic planning 11. Teamwork
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PHYSICAL DEMANDS AND WORKING CONDITIONS

1. The work environment involves everyday risks or discomforts that require normal safety precautions typical of offices, which include the need for general safe workplace practices with office equipment and computers, avoidance of trips and falls, and observance of fire regulations.
2. The noise level in the work environment is usually quiet.
3. This position is performed in an office setting, although off-site meetings in various settings occur.
4. Lifting light objects more than 50 pounds and carrying them short distances [50 feet or less] is required. Pushing carts of library materials up to 150 pounds is required.
5. Working irregular hours, including evenings and weekends, is required.
6. Frequent local travel by personal automobile is required. Occasional overnight travel may be required.

The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description. Reasonable accommodations will be made for persons with disabilities covered by the Americans with Disability Act [ADA] in accordance with its requirements.