

Position Title: Marketing & Fundraising Assistant

Reports to: Executive Director

Education: High School Diploma required

Clearances Required: Pennsylvania State Police Criminal Record Check, Pennsylvania Child Abuse History Clearance, FBI Criminal History and fingerprinting, and Mandated Reporter Training

Overall Objective:

Under the general direction of the Library Director, the Library Marketing & Fundraising Assistant plays a key role in promoting the library, increasing community engagement, and supporting fundraising efforts. This position blends marketing, outreach, fundraising, and general library support to ensure the library remains a vital resource for the community.

Key Responsibilities:

Marketing & Community Engagement

- Manage the library's social media platforms, website updates, and digital outreach.
- Create and distribute newsletters, flyers, and promotional materials.
- Assist with the youth services calendar, email newsletters, and program promotion.
- Represent the library at community outreach events (e.g., Solanco Fair, National Night Out).

Fundraising & Grant Support

- Assist with library fundraising efforts, including donor engagement and event support.
- Research and help apply for grants and sponsorships.

Library Operations & Patron Services

- Work at least one shift per week at the circulation desk and fill in as needed.
- Perform the full range of circulation desk procedures using the automated circulation system.

Additional Duties

- Become a Passport Acceptance Agent (training provided).
- Assist with PA Forward Initiative and library literacy programs.

What We're Looking For:

- Passion for libraries and community service
- Strong communication and customer service skills
- Experience with marketing, social media, or fundraising is a plus
- Ability to work independently and as part of a team
- Comfortable learning new technology and library systems
- Ability to lift up to 30 lbs. and assist with event setup