NOTICE OF JOB VACANCY

Location:	**Central Library, Development & Communications**
Position Title:	**Library Marketing Manager, Full-Time**
Salary:	**$66,219**
Type of Appt:	**Permanent**[i]
Posting Date:	**November 6, 2026**

MINIMUM QUALIFICATIONS:

A) Bachelor's Degree in marketing, communications, public relations, or related field and 10 years of experience in marketing, public relations, or related field; **or**

B) Master's Degree in marketing, communications, public relations, or related field and 5 years of experience in marketing, public relations, or related field.

NOTE: Verifiable part time and/or volunteer experience will be pro-rated toward meeting full time experience requirements.

SAMPLE DUTIES (illustrative only):

- Develop, implement and evaluate marketing plan and strategies to promote and market the services and offerings of the Library System;
- Coordinate all aspects of external marketing for the libraries located in the City of Buffalo;
- Establish and manage the marketing budget;
- Direct social media, print advertisements, radio, and other promotional pieces;
- Implement communications and/or marketing campaigns for System-wide strategic plans and fundraising campaigns, etc.;
- Work with libraries system-wide to convey a coordinated message and raise the level of community awareness and perception of libraries and library services;
- Create and implement policies relating to system-wide marketing and advocacy;
- Develop methods for monitoring, tracking, and analyzing metrics and key performance indicators; survey patron satisfaction;
- Represent the library in community initiatives;
- Support and perform other duties as assigned by the Assistant Deputy Director, Development & Communications.

SPECIFIC REQUIREMENTS:

Thorough knowledge of marketing principles, practices and techniques; public relations; strategic planning; data and market analysis; editing, copywriting, and publicity strategies. Demonstrated experience and skills working with media and community organizations; effective management and leadership, project management and planning; use of standard Microsoft products (Word, Excel, etc.) and videoconferencing platforms. Strong written and oral communication skills; ability to work effectively with diverse groups of staff, volunteers, trustees, and the public. *Work is onsite with occasional travel within Erie County. Some evening and weekend work may be necessary.*

HOW TO APPLY:

Please submit resume and cover letter by **November 23, 2026** to hr@buffalolib.org or to:

Judy Fachko, Assistant Deputy Director, Human Resources
Buffalo & Erie County Public Library
1 Lafayette Square
Buffalo, NY 14203-1887

Please note that candidates must reside in Erie County for at least 30 days at the time of appointment.

[i] [i] This position is eligible for NYHELPS (Hiring for Emergency Limited Placement Program Statewide), a New York State program that allows civil service agencies to hire qualified permanent employees quickly and without requiring them to take a competitive civil service exam.