



METROPOLITAN LIBRARY SYSTEM

Job Description

Job Title:	Chief Advancement Officer	Position Code:	1206-126
Reports To:	Chief Executive Officer	Classification:	Exempt
Division:	Advancement	Date:	05/2025

JOB SUMMARY:

Under the direction of the Chief Executive Officer (CEO), the Chief Advancement Officer (CAO) has strategic and operational responsibility for the library's Advancement division. They oversee and are responsible for developing and maintaining the library's brand strategy, as well as building and sustaining the library's reputation within the community. The CAO is responsible for ensuring an integrated approach to the library's community relations and public affairs efforts, organizational marketing and messaging, and fundraising activities, all aimed at advancing the library's strategic goals and objectives. A member of the library's Executive Team, the CAO provides leadership, strategic direction, and has a significant impact on the advancement of the library's mission, vision, and values.

ESSENTIAL JOB FUNCTIONS:

- Leads all aspects of the library's strategic communications, marketing, brand management, public relations, community engagement, and fundraising activities through subordinate directors.
- Establishes clear priorities for the division's activities and sets goals that are actionable and measurable.
- Maintains oversight of a formalized brand strategy and identity to ensure they are consistently applied internally and externally.
- Ensures the library maintains a cohesive communications, marketing, and public relations strategy that advances its mission, vision, values, and strategic priorities.
- Supports internal spokespeople by ensuring they are well-prepared for speaking engagements and aligned with key messaging priorities.
- Partners with the CEO and Executive Team to actively define fundraising priorities in alignment with the library's strategic objectives.
- Works closely with Development staff and affiliated non-profit board(s) to develop and implement a comprehensive fundraising strategy encompassing diverse revenue streams, including foundations, corporations, and individual donors. Sets, monitors, and reports on measurable goals.
- Engages community stakeholders to build support for the library, enhance awareness of its role within the community, and actively solicit input and feedback from these groups.
- Connects with and seeks to understand the diverse needs of the communities served by the library, and develops strategic goals, objectives, and operational plans that align those needs with available library resources.
- Establishes goals for the division's performance and ensures division directors are held accountable for assigned results.
- Works closely with the Chief Financial Officer and Executive Team to determine the division's departmental budgets and appropriate internal budgetary allocations. Continuously monitors, adjusts, and recommends budgetary activity across all departments in the division.
- Participates in the development of the library's annual budget.
- Provides prompt, professional, and respectful service to internal and external guests by anticipating needs, resolving concerns, and delivering positive experiences consistent with organizational values.
- Demonstrates accurate understanding of organizational and political sensitivities and acts accordingly.
- Advises the CEO and library leadership on matters related to areas of responsibility.
- Demonstrates executive level thought leadership, strategy development, and operational planning.
- Serves as an influencer within and outside the direct areas of responsibility.
- Exhibits confidence and professional diplomacy, while effectively relating to people at all levels internally and externally.
- Serves as the library's media contact and spokesperson.
- Cultivates and maintains strategic relationships with reporters and key media representatives to support the organization's visibility and messaging goals.
- Negotiates the terms of agreements and licenses, collaborative partnerships, and other terms of service related to areas of responsibility.
- Establishes relationships with key personnel within the library industry.

- Attends industry events and conferences to establish and maintain long-term relationships with key vendors, potential partners, and key consultants.
- Completes all required and assigned training on time.
- Champions the library's strategic goals and initiatives with the system's mission and core values in mind.
- Works in a manner safe to the individual and other people; follows safety rules and safe working practices; uses safety equipment as required.
- Defends the principles of the Citizen's Bill of Library Rights, the Freedom to Read Statement, the privacy of library guests' records, and the code of professional ethics.
- Performs other related duties as assigned.

FREQUENCY OF TRAVEL REQUIREMENTS:

- Regular travel within the service area and to library locations.
- Occasional travel within the state or nationally for appropriate professional development and networking.

INTERACTION:

- Interaction with all levels of staff, guests, Metropolitan Library Commission members, partners, key stakeholders, community, business and civic leaders, elected officials, and the public.

MATERIAL AND EQUIPMENT USED:

- Computer(s)/Printer(s)
- General Office Equipment

MINIMUM QUALIFICATIONS REQUIRED:

Education and Experience:

- Bachelor's degree, preferably with a concentration in marketing, communications, public relations, fundraising/development, or a related field; and
- Five years of professional experience in a related area, preferably with a government, nonprofit, or mission-driven organization; and
- Two years of personnel management experience.

Licenses and Certifications:

- None

HIGHLY PREFERRED QUALIFICATIONS AND COMPETENCIES:

- Demonstrated knowledge of Oklahoma County and connections within one or more key constituent groups.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- Management principles and practices, including goal setting, budget development, and implementation.
- Advanced communication, negotiation, problem-solving, collaboration, and conflict-resolution capabilities.
- Civic/non-profit organizations and demonstrated commitment to the community.
- Fundraising, including development, planning, annual giving, and major gift cultivation and solicitation.
- Communications planning, social media, and public relations.
- All computer applications and hardware related to performing the job's essential functions.

Skill in:

- Using Microsoft® 365 programs.
- Communicates clearly and effectively in verbal and written formats, adapting messaging to suit diverse audiences and contexts.
- Using tact, discretion, initiative, and independent judgment.
- Hiring, motivating, developing, and directing staff in a collaborative team environment.
- Planning, organizing, assigning, directing, reviewing, and evaluating staff work.
- Organizing work, setting priorities, meeting critical deadlines, and following up on assignments with minimal direction.

- Using critical thinking, logic, and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems.
- Utilizing effective and creative problem-solving skills.
Demonstrating a flexible and collaborative work style.
- Prioritizing competing projects, programs, and responsibilities.

Mental and Physical Abilities:

- Ability to relate well to people and build appropriate rapport and relationships.
- Ability to use complex qualitative and quantitative analysis to understand and communicate stakeholder needs, and to design effective solutions.
- Ability to effectively present in a variety of formal settings, command attention, and manage group processes.
- Ability to work independently.
- Ability to analyze, interpret, and integrate data from various sources and to plan, develop and implement strategies.
- Ability to travel to various locations and to access reliable transportation to do so.
- While performing the essential functions of this job, the employee is frequently required to move from place to place, speak, and hear.
- While performing the essential functions of this job, the employee is occasionally required to bend, stoop, crouch, crawl, kneel, and lift and/or move up to 25 pounds.

SUPERVISORY RESPONSIBILITY:

- This position supervises multiple department directors.

WORK ENVIRONMENT:

- Works in a normal office environment where there are little or no physical discomforts associated with changes in weather or discomforts associated with noise, dust, dirt, and the like.
- Occasional evening or weekend work is required.
- The incumbent must reside within a 25-mile radius of the assigned work location.
- This position is eligible for Core and Emergency Telework.

This job description should not be interpreted as all-inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this description. Any essential function or requirement of this job will be evaluated as an interactive process, as necessary, should an incumbent or applicant be unable to perform the function or meet the requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodations for the specific disability will be made for the incumbent or applicant so long as the accommodation does not create an undue hardship to the System or if doing so causes a direct threat to the individual or others in the workplace and the threat cannot be eliminated by reasonable accommodation.

NOTE: The System reserves the right to amend or change this job description from time to time and/or assign other tasks for the Employee to perform as the System may deem appropriate.