

Marketing and Communications Manager

Job Description

SUMMARY

The Marketing and Communications Manager plans, coordinates, and implements strategic marketing plans of the library district for all library services, manages the creative production and publication of materials, and manages library communications for the district using print media, social media, and other promotional pieces.

HOURS OF WORK

The Marketing and Communications Manager is a full-time, exempt position with a minimum of 40 hours per week, typically 8:00 to 5:00, Monday through Friday. The work schedule is subject to change according to the library system's needs, including evening or weekend hours.

EDUCATION AND EXPERIENCE REQUIREMENTS

1. Bachelor's degree in communications, marketing, or related fields. Public library experience preferred.
2. Minimum of two years of experience performing a wide variety of marketing tasks including producing written materials and desktop publishing.
3. Any equivalent of experience and training that provides the required knowledge, skills, and abilities (see Skills or Knowledge Required section).

ESSENTIAL DUTIES

In addition to any other duties as assigned, the Marketing and Communications Manager has these specific responsibilities:

General

1. Supports the district's policies, procedures, long-range goals, and objectives.
2. Understands and promotes the district's collections, services, and programs.
3. Stays up to date on public relations, marketing, website design, and public library trends.
4. Works collaboratively with staff to increase public awareness of Library services, resources, and activities.
5. Coordinates community engagement through marketing, promotional efforts, and community partnerships.
6. Works to maintain an up-to-date online presence on the library's website and social media sites
7. Designs and implements publicity for programs and special events
8. Maintains the Library's collection of print and digital images of library events and programs.

9. Participates in budget development for department and purchases promotional items on behalf of the Library.
10. Manages Library Program Coordinator and their duties
11. Defends the principles of the Citizen's Bill of Library Rights, the Freedom to Read Statement, the privacy of library users' records, and the Code of Professional Ethics.

Marketing: Develop and maintain the district's library marketing materials

1. Develops marketing strategies for library programs, resources, and services based on patron data analysis.
2. Creates marketing materials, i.e., flyers, posters, logos, brochures, booklets, email marketing campaigns, social media posts, surveys, annual reports and any newly developed marketing channels, etc. that adhere to library branding and standard marketing principles, including grant-funded pieces with strict requirements.
3. Maintains media contact lists and manages media outreach.
4. Develops and maintains positive relationships with all local media outlets. Coordinates film shoots and marketing events for media outlets.
5. Writes, edits, and sends out press releases and media information.
6. Creates and distributes monthly library newsletters including writing, artwork, photography, layout, design, and editing and arrange for production and delivery of publications.
7. Represents the Library at conferences, public meetings, and other community events.

Social Media & Website: Develop and maintain the district's website and online presence.

1. Manages social media accounts, proactively recognizes trends, and creates original content. Maintains and encourages positive interactions with the public on these accounts.
2. Webmaster of all library websites; designing, developing and updating. (Currently using WordPress).
3. Maintain the district's calendar, blog and social media tools, i.e. Facebook, Twitter, Instagram, etc. to ensure advertised programs are easy to find, up-to-date, and accessible to all patrons.

CONDITIONS OF EMPLOYMENT

1. Regular attendance as scheduled and performing tasks as assigned are essential job functions
2. Work with other staff of varying cultures, ages, and abilities
3. Work at varying paces to respond to the needs of patrons and staff members
4. Occasional travel to branch libraries and mandatory training is required

SKILLS OR KNOWLEDGE REQUIRED

1. Enthusiasm for working with the public and a wide variety of people.
2. Experience in marketing, communications or related field.
3. Good language, spelling, writing and organizational skills.
4. Strong leadership and supervisory skills
5. Well organized and able to effectively prioritize.

6. Knowledge of Windows Operating System, Mac operating system, the Internet, and social media platforms.
7. Knowledge of WordPress, Canva, Adobe Suite, and Facebook Business Suite.
8. Eye for detail.
9. Work without direct supervision.
10. Knowledge of marketing strategies and graphic design.
11. Aptitude for graphic design and photography; with the ability to write, edit, and lay out print materials.

PHYSICAL REQUIREMENTS

1. Maneuver materials, carts, tables and chairs
2. Operate computers, printers and copy machines.
3. Communicate with patrons and staff in person, in writing and on the telephone in English
4. Stand for up to 4 hours without sitting while presenting or assisting
5. Sit for up to 4 hours while doing work on the computer
6. Drive to branch locations or other locations for workshops etc.
7. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential duties of this position.

COMPENSATION AND BENEFITS

1. **Salary Track:** G
2. **Reports to:** Director
3. **Benefits:** This position will receive the following paid benefits as detailed in the library's Personnel Policies: holidays, time off, insurance (health, life, short- and long-term disability), and retirement. The library offers optional dependent health insurance, vision, dental, voluntary life insurance and AFLAC plans at the employee's cost.

Written March 2023