

JOB OVERVIEW

JOB TITLE	Communications Manager
DEPARTMENT	Administration
REPORTS TO	Executive Director

GENERAL JOB DESCRIPTION

Plans, facilitates, coordinates, and provides direction for the communications and marketing of services, resources, and programs. Oversees the building of community awareness and engagement through increased visibility through a variety of platforms.

DUTIES & RESPONSIBILITIES

- Develop and implement community outreach strategies to increase awareness, engagement, and support for library services.
- Responsible for promoting library services by creation of articles, displays, flyers, and outreach to the community including social media.
- Develop and maintain district's brand and style both in print and digital for official press releases, promotional materials, and formal communications.
- Manage district's content for website.
- Creates marketing budget and oversees department expenditures.
- Acts as point of information officer for emergency management.
- Demonstrate teamwork through communications, contribution in staff meetings, and dependability.

EDUCATION & TRAINING

- Bachelor's Degree in marketing, communications, journalism or related study.
- Equivalent combination of education and related experience.

KNOWLEDGE & EXPERIENCE

- Solid technology knowledge including email; hardware and software; internet; operating systems; and web based platforms.
- Solid interpersonal skills including collaboration, communication, and customer service.

SKILLS & ABILITIES

- Collaboration-creates effective relationships; teamwork; conflict resolution
- Communication-variety of formats, platforms, and audiences; solid writing and public speaking skills
- Customer service-responds promptly to customer needs and requests; manages difficult situations in a tactful manner; reacts well under pressure; treats others with respect and consideration regardless of their status or position; solicits customer feedback to improve service
- Design -generates creative solutions; translates concepts and information into images; uses feedback to modify designs; applies design principles; demonstrates attention to detail
- Ethics and values-understands and follows district mission, policy, procedure, and applicable standards; adheres to user privacy and confidentiality; understands and promotes intellectual freedom
- Financial Awareness-works within approved budget; develops and implements cost saving measures; conserves organizational resources; understands financial implications of decisions; demonstrates knowledge of local market and competition
- Independence-able to work things out on own; takes responsibility for own time and effectiveness; alert to opportunities to contribute; able to spot and implement opportunities for improving situations
- Leadership-meets commitments; provide an awareness of customer and community needs and opportunities to build community; accepts responsibility for own actions; attention to detail
- Learning and innovation-remaining current with library resources; adaptable to changing needs; problem solving through innovation and creativity
- Strategic thinking-develops strategies to achieve organizational goals; aligns work with strategic goals; collects, researches, and analyzes data

WORKING CONDITIONS

WORK ENVIRONMENT	<ul style="list-style-type: none"> •The noise level is usually moderate. •Frequently lift and/or move 25 pounds, occasionally lift and/or move up to 50 pounds. •Vision abilities include close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus. •Regularly sit; use of hands to manipulate, handle or feel; and talk or hear. •Frequently required to walk, occasionally required to stand; reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl.
HOURS / SHIFTS	40 weekly hours, some evenings and weekends, M-F

PAY GRADE	60 Exempt
BENEFITS	Health, dental, vision, life, LTD, and accident insurances. Retirement, PTO, cell phone and mileage reimbursement, and other voluntary insurance.
LOCATION	District Office. Travel to all library facilities.