



JOB DESCRIPTION

TITLE: Communications Manager

DEPT.: Communications

REPORTS TO: Executive Director

CLASSIFICATION: Exempt

Objective:

Oversees all aspects of the Communications Department, including operations, personnel, materials, and budget. Serves on the Library's management team and participates in strategic planning and policy development. Implements the Library's strategic plan, ensuring that the department is living up to the Library's mission, vision, and culture statement.

Duties:

1. Plans, directs, coordinates, and reviews work of the Communications department. Maintains written procedures and suggests process improvements.
2. Interviews, hires, trains, schedules, supervises, coaches, and evaluates departmental staff while providing guidance, support, and leadership within the culture of the organization.
3. Cultivates partnerships for the purpose of increasing reach and expanding our impact with the community.
4. Provides oversight and management of all digital communications including design, layout, and content of Library website, email campaigns, and social media. Provides oversight and management of all marketing collateral including the newsletter, library displays, brochures, posters, flyers, and signage.
5. Oversees the writing, producing, editing, proof copy, distribution, and display of library-oriented publicity materials and press releases.
6. Works with departments to develop the marketing, decorations, and sponsorships for special events, such as the summer and winter reading programs.
7. Coordinates and provides photography and videography services to promote and archive events, services, and physical spaces of the Library.
8. Administers departmental budget lines and prepare annual budget requests. Monitors and approves departmental expenditures and contracts.
9. Participates in overall planning and policy development as a member of the Library's Management Team.
10. Participates in professional development through professional reading, workshops, conferences, and networking groups. Shares information learned with colleagues.
11. Serves on library and community committees as assigned.
12. Creates reports, surveys, manuals, and other informational and statistical data. Utilizes data in departmental and Library-wide decision making.
13. Creates and maintains a welcoming environment for members and staff by fostering a culture of diversity and inclusion.
14. Performs other duties as assigned.

Minimum Qualifications:

Education:

Bachelor's degree or equivalent required.

Experience:

Minimum 3 years related experience including a minimum of 1 year of supervisory experience required.

Knowledge, Skills, & Abilities:

- Ability to manage multiple tasks with efficiency, skill, accuracy and appropriate speed
- Ability to work collaboratively as a member of a team with colleagues and managers
- Communicates effectively in English, both orally and in writing
- Ability to read and understand written information and instructions
- Ability to empathize and relate to others' needs
- Ability to provide excellent customer service at all times with members and staff
- Proficiency in the use of email and computer technology
- Attention to detail
- Ability to use good judgment creating and following procedures in support of library policies
- Ability to remain calm under pressure
- Ability to exercise initiative and to make appropriate independent decisions
- Ability to troubleshoot minor problems with computers and peripherals
- Knowledge of Windows and MS Office Demonstrates ease and comfort with emerging technologies
- Ability to handle emergency situations in a calm, capable manner
- Knowledge of federal, state, and local laws as reflected in library policy
- Knowledge about or experience communicating via social media channels
- Ability to learn website content management software
- Experience with or ability to learn Adobe Creative Suite
- Knowledge of Apple OS and Apple productivity and creativity apps
- Knowledge about or experience communicating via social media channels
- Knowledge of accessibility standards for print and digital content

Supervisory Responsibility:

Position has direct supervisory responsibility over departmental staff. Interview, hire, develop, coach, assist review work, evaluate, discipline, and enforce library rules and policies.

Physical Requirements:

- speaking, hearing, vision, and manual dexterity sufficient to adequately perform the job
- ability to push/pull up to 100 pounds and lift or move up to 25 pounds occasionally
- prolonged sitting and repetitive keyboard use

Working Conditions:

Work is performed in a typical library environment. Must have valid driver's license and proof of auto insurance or have the ability to arrange own transportation between Main library, branches, and other locations as needed.