Job Description

Position Title: Marketing and Communications Department Manager

Classification: K

Supervisor Title: Executive Director

FLSA Status: Exempt

## REQUIREMENTS FOR ALL EMPLOYEES

1. Ability to openly and respectfully engage with staff, patrons, supervisor and others.
2. Ability to work accurately in a changing and varied environment, and with frequent interruptions.
3. Ability to maintain patron privacy and confidentiality of patron records.
4. Ability to communicate clearly.
5. Ability to use various technologies to complete work.
6. Ability to follow library policies and procedures.
7. Ability to understand, practice and demonstrate the library’s Service Standards and Equity, Diversity, and Inclusion values.

## POSITION SUMMARY

Under the direction of the Executive Director, this position facilitates superior library service by overseeing the planning, implementation, and evaluation of marketing, brand identity, visual communication and public relations activities that support the library’s mission and values.

## REQUIREMENTS FOR THIS POSITION

1. Knowledge, skill, and development in the following areas which are often gained through a post-secondary degree (e.g.  Master’s Degree) or experience:
* **Communication Skills** include accurately comprehending, assessing, and conveying written and verbal information to individuals and groups in a variety of settings including organizational and library conferences, meetings, and publications, facilitating groups in meetings and programs.
* **Computer Skills** include using word processing and spreadsheet applications including MS Office Suite and Google Workspace, effectively using email and Google calendar, performing internet searching, using cloud-based communication tools such as Google Chat and Zoom, maintaining and organizing digital files, and instructing and training others to use technology.
* **Critical Thinking & Problem Solving** includes analyzing and evaluating information in order to assess an issue, make a decision, and take action.
* **Time Management** includes prioritizing tasks, meeting deadlines, planning for long term tasks, and managing time independently.
* **Research Skills** include interviewing others to understand their requests, understanding and explaining information and media literacy and fluency, evaluating sources and instructing others to access and use library resources.
* **Organization of Information** includes an understanding of basic library organizational systems and the methods by which information is stored and categorized.
* **Instruction and Facilitation** includes instructing and training others to access library resources and use technology and facilitating groups of people in meetings and programs.
* **Core Library Tenets** include understanding and upholding intellectual freedom; protecting patron confidentiality and privacy; supporting access to information and opposing censorship; supporting lifelong learning; and assessing and providing for the needs of diverse communities.
1. Thorough knowledge of general library philosophy, including the Library Bill of Rights and the ability to transform that knowledge into daily practice in the fulfillment of responsibilities.
2. Thorough knowledge of branding and graphic design principles.
3. Working knowledge of marketing related technology and software with the ability to problem solve and troubleshoot.
4. Working knowledge of budget preparation, administration, project planning, and supervisory methods and techniques.
5. Five years’ experience in marketing or related field.
6. Three years supervisory experience.

## ESSENTIAL FUNCTIONS

1. Oversees the development, implementation, and evaluation of library marketing and communication including brand and style guidelines, content strategy, and digital and print publicity.
2. Hires, trains, coaches, schedules, disciplines, evaluates, and supervises assigned staff; coordinates and monitors work flow to determine staffing needs.
3. Develops strategic goals, processes, and procedures for the Marketing Department.
4. Prepares and maintains departmental records, statistics and reports.
5. Serves as Person in Charge by interpreting and implementing library policy and working closely with the security monitor to resolve issues.
6. Actively participates in the management team and management team initiatives by attending department managers and all staff meetings and serving as a liaison between other managerial staff and department staff.
7. Contributes to planning and goal setting processes for the entire library.
8. Manages library participation in community wide outreach events.
9. Participates in appropriate local, state and national organizations.
10. Participates in relevant training, continuing education and/or staff development.
11. Performs other duties as assigned.

WORK ENVIRONMENT

Work is normally performed in a typical interior/office work environment with occasional visits to local organizations and outdoor events. Some remote work may be available. This role routinely uses standard office equipment such as computers, phones, and photocopiers. The employee may be requested to occasionally work evening and weekend hours.

PHYSICAL REQUIREMENTS

1. Constantly operates a computer and other office machinery, such as printers/copiers, paper trimmer, and paper folding machine.
2. Constantly communicates with staff and the public.
3. Constantly discerns items near and far.
4. Frequently moves about building to place marketing materials.
5. Occasionally travels to local events.
6. Occasionally moves objects weighing up to 10 lbs.
7. Occasionally positions self to place or retrieve items.
8. Occasionally handles and inspects physical marketing materials.