

Communications Manager

FLSA Status: Exempt

Grade: 8

Organizational Relationship:

Reports To: CEO. Contacts may include customers, library board members, staff, media contacts, appropriate state and regional officials, members of the business community, and the public.

Supervisory: None. Some guidance and direction may be provided over staff assisting with assigned work.

Overview:

This position is responsible for, professional work in planning, coordinating, and conducting public relations, informational, and service/product marketing and development programs in support of SMRLA objectives. Work involves communication and publicity, media relations, marketing techniques, outreach to customers and the community, special events, publications, exhibits and displays, and work with appropriate regional groups, statewide groups and organizations. Creates and implements marketing and communication strategies. Develop external communication messages and oversee all branding efforts. Develops messages for regional internal and external communication issues/crises.

Essential Functions: (Examples are illustrative, not exhaustive):

- Designs & creates publicity materials for PR campaigns
- Generates marketing research and plans.
- Writes, edits, and directs design for SMRLA publications and displays
- Develops marketing/public relations campaigns
- Plans and implements region-wide library special events and assists with special region-wide projects and programs. Represents SMRLA as appropriate at events.
- Prepares and monitors budget for communications operations
- Contributes professional and technical expertise to SMRLA through membership on committees, task forces, etc. as approved by supervisor
- Participates in continuous learning opportunities related to job
- Creates and provide message “maps” for management, CEO and/or state library personnel for handling complex communication issues
- Performs other related duties as assigned.

Minimum Qualifications:

Bachelor’s Degree in Public Relations, Marketing, Communications, or related field from an accredited university and a minimum of five years of professional experience, preferably in the public sector or non-profit setting; or an equivalent combination experience and training.

Knowledge, Skills and Abilities:

- Knowledge of the principles, practices, and methods of public relations, marketing, graphic design, and communications
- Knowledge of or ability to learn the objectives, programs, and services of the library system
- Knowledge of service and product marketing and promotion
- Knowledge of rules of style, grammar, and punctuation
- Presentation skills
- Excellent oral and written communication skills; ability to communicate effectively with staff, board, customers, and outside contacts.
- Skills to work effectively as part of a team toward achievement of common goals and objectives.
- Computer Skills – Software programs include Adobe Illustrator, Photoshop and InDesign; Microsoft programs; and Social Media sites (FB, Twitter, Pinterest, etc.)
- Ability to identify opportunities for the promotion of library and customer objectives through media, public and private community groups, and the business community
- Ability to design and create a variety of documents with word processing and desktop publishing software
- Ability to develop, implement and evaluate communication and marketing plans and projects
- Ability to train and instruct staff and customers in marketing and public relations techniques and methods
- Ability to set own priorities for work to be done and meet deadlines & reach goals developed with supervisor
- Ability to be detail-oriented and capable of managing multiple projects to timely and successful completion
- Ability to establish and maintain effective working relationships with staff, customers, and others
- Ability to meet system objectives for public relations, marketing, and related job areas.
- Ability to meet work plan and personal development objectives as established with supervisor.

Working Conditions:

1. Physical demands: Much work will be done viewing computer monitors. Work can involve a considerable amount of movement and activity. On occasion, work can involve lifting material/equipment weighing up to 50 lbs., travel to program and exhibit locations, and transporting marketing and public relations materials.

2. Emotional Demands: Some pressure related to sustained periods of high-volume activity and multiple deadlines.
3. Social Environment: Must have excellent customer service skills.
4. Physical Environment: Typical office/library environment. Some fluctuations in building temperature related to HVAC. Some periods of elevated noise levels during programs and peak times.
5. Mental demands: This is high level professional and technical work requiring reasoning and independent judgment. Work is performed with minimal supervision and allows for significant discretion and variance in work routine.