Chillicothe & Ross County Public Library

Communications & Marketing Manager

Supervisor: Executive Director
Position: FLSA Non-Exempt
Pay Band: E

Position Summary

The Communications & Marketing Manager develops and oversees the direction of all marketing projects and communication plans in support of the library's mission, strategic goals and initiatives through collaboration with the community, media, library staff, and various governmental agencies and partners.

Essential Duties & Responsibilities

- Serve as a member of the library leadership team and participate in management meetings and decision making.
- Excellent writing and editing skills to prepare a wide variety of print and digital content, including public announcements across various formats, press releases, reports, advertisements, social media posts, branded merchandise, and other collateral.
- Serve as chief media strategist; build relationships with editors, reporters, producers, and other communication influencers to increase media coverage and library storytelling.
- Work to enhance the library's mission and strategic goals. Work to influence public opinion of the library. Work to establish long-term direction of the library.
- Ensure a consistent and positive voice/image across marketing mediums.
- Develop and manage an annual marketing budget.
- Work closely with and manage the Communications and Marketing Staff.
- Work in tandem with Youth Services, Adult Services, and Outreach departments to promote activities and events and to develop new marketing products. Assist the Access and Enrichment Teams as needed with messaging, signage, and other marketing needs.
- Plan and develop local coordination for publicity campaigns, such as National Library Week, Banned Books Week, etc. Follows themes and toolkits provided by the American Library Association, the State Library of Ohio, the Ohio Library Council, and others.
- Select and distribute materials and supplies that promote the library's image, message, and mission at outreach events, publicity meetings, special events and promotional displays.
- Print and distribute marketing materials that promote library activities and events, as well as materials from community groups and partners that match the goals and objectives of the library system.
- Assist with content updates and maintains an online calendar of events on the library website; posts library events to online community calendars. Regularly monitor and evaluate community calendars and publications for promotional opportunities and tie-ins.
- Maintain and regularly update the library website and social media platforms, including the strategic direction of digital communications and coordination of events, services and other initiatives.
- Create and edit copy, photos, and videos for website, social media, blogs, press releases, and any other communications.
- Review web content, links, and design; provide necessary updates and enhancements in a timely manner.
- Collaborate with the Access Director to ensure cohesion between the library website and digital services they manage.
- Direct crisis response communications and advise staff on effective communication, public relations, and media strategies.
- Respond to inquiries from community members or, when necessary, recruit a knowledgeable staff person to provide the requested information.

- Promote and develop the library's Foundation fund and work with the Chief Fiscal Officer, the Grant Writer, and Technical Processing department to coordinate "Put Yourself on the Shelf," book plates, bequests, and other donations and gifts
- Liaison with the Friends of the Library. Keep them abreast of library activities and funding needs. Help coordinate Friends' activities, such as an annual book sale.
- Responsible for monitoring the safety and accessibility of our physical and digital spaces. Report findings to supervisor as needed.
- Work in public service areas as assigned: including answering reference and information questions, checking materials in and out, answering the telephone, issuing borrower's cards, processing materials and reports, shelving, shelf reading, etc.
- Keep the Executive Director abreast of community events and activities.
- Actively participates in safety and security trainings and utilizes training to protect the physical library, the library's online infrastructure, staff, and patrons.
- Perform related duties as assigned.

Qualifications

- Bachelor's degree in public relations, marketing, communications or other relevant education.
- Three years library experience, or equivalent public service and/or nonprofit experience.
- Experience with managing websites and social media platforms. Proficient with content management systems.
- Maintain composure and professional conduct during times of stress.
- Ability to communicate effectively, verbally and in writing.
- Deep understanding and appreciation of the library's role in the community.
- Highly organized with strong planning skills.
- Ability to work independently and collaboratively.
- Ability to work with and address the needs of donors, potential donors, staff and administration. Ability to maintain privacy and confidence.
- Valid driver's license.

Supervisory/Management Responsibilities

Hire, train, supervise and evaluate assigned staff within the Communications and Marketing department.

Responsible for library in the absence of a Director.

Interaction

Frequent interaction with library employees, patrons, agencies, community partners, and vendors.

Computer/Technology Skills/Equipment/Software Skills

Common technology used in this position includes, but is not limited to: website management, social media platforms, Outlook and other Microsoft products; electronic resources, SirsiDynix ILS, intranet (StaffNet), internet (www.CRCPL.org), WordPress content management, Google Suite, and other library-related software applications. Desktops and laptops with Windows, digital projectors, printers and copy machines, brochure folder, and other hardware as necessary to complete the job.

Travel Requirements

Travel by automobile is required for position management responsibilities and training.
Frequency of travel: Frequent

Physical Demands

Ability to regularly lift/push/pull up to 50 pounds.

Often required to perform tasks at a desk for extended periods of time.

Manual dexterity and physical ability to perform essential duties requiring continual standing, reaching, bending, and walking.

Nature of work requires an ability to effectively communicate and exchange information, collect, compile, and prepare work documents operating standard business office equipment.

Work Environment

Majority of the work performed in a general office/library setting.

Telecommute Potential: 20%

Requires availability for extended or nontraditional hours as needed to perform job duties.

Requires periodic participation and attendance at related library events and training on weekends and during the evening.

Disclaimer

The information in this summary indicates the general nature and level of work performed within this role. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this position.