

COMMUNITY ENGAGEMENT MANAGER

Vacation Level: 3

Employment Status: Full-Time Exempt

Work Schedule: 40 hours per week, may include weekend or evening hours

General Job Description:

The Community Engagement Manager is responsible for developing and implementing strategies to connect the library with the community. By building relationships, creating programs, and fostering partnerships, the Community Engagement Manager will increase awareness and usage of library services and programs. This person also oversees a small PR department consisting of a Marketing Specialist and Graphic Designer.

Detailed Duties:

- Coordinates, develops and implements plans for community engagement activities (outreach, events, partnerships), with a specific focus on underserved populations.
- Facilitates the use of the library's meeting rooms by community members.
- Builds and maintains relationships with community members and organizations through outreach to local businesses, non-profits, and serving on local boards and committees.
- Oversees all community outreach to organizations, and directly coordinates the library's involvement in larger events such as the county fair, local festivals and farmer's markets.
- Attends professional continuing education seminars related to departmental tasks and objectives.
- Attends and participates in consortium and system-related committees and meetings.
- Uses demographic and forecasting tools to advise administration on community needs.

Inter-Department Activities:

- Is aware of all outreach activities conducted by other library staff such as daycare, school, home and senior community visits and provides support as needed.
- Supervises and trains staff from other departments on expectations when conducting outreach and updates them on the current promotional efforts of the library.
- Oversees the library's adult volunteer program and is the library's liaison to the Friends and Foundation of the Library.
- Assists with special library functions and fundraising efforts.
- Collects all data regarding the library's interactions with the community.

PR Department Activities:

- Works with Marketing Specialist on ongoing marketing campaigns as well as special events such as Library Card Sign-Up month, Summer Library Club, etc.
- Coordinates the creation of the newsletter and library promotional materials such as brochures, bookmarks, and online campaigns.
- Coordinates development and oversees use of library brand book and marketing plan.

Organizational Relationships:

- Reports to the Assistant Director.
- Oversees the work of the Marketing Specialist and Graphic Designer.
- Works closely with the outreach staff in Adult, Youth and Circulation Departments and coordinates with these staff when combined efforts are required for larger outreach efforts.
- Is an active member of the Administration Department.

Qualifications:

- Bachelor's degree in Communications, Public Relations, Marketing Journalism, or related field
- At least two years of experience working in a Public Relations or Community Engagement position.
- Be proficient in Windows, MS Office, and social media platforms.
- Possess superior writing, editing and proofreading skills.
- Exceptional interpersonal and collaboration skills; able to work with different teams as well as in partnership with other staff.
- Exhibit a professional image and represent the library in a professional and friendly manner
- Express enthusiasm for public presentations and one-on-one engagements with the public.
- Valid driver's license and ability to travel to different local organizations and businesses when necessary to promote the library.
- Able to work evenings and weekends
- Proficiency in speaking Spanish highly preferred.

Physical Requirements:

- Manual: able to operate computer keyboard and mouse.
- Visual: able to detect color coding, read documents and a computer screen.
- Communication: Fluent in English, both written and oral. Able to speak and be heard and hear the speech of co-workers and patrons in person and over the phone. Able to be heard by a larger group of people without the aid of a microphone.
- Pushing/pulling, lifting and carrying: able to lift lightweight folding tables, manipulate a canopy tent (with assistance) and push carts of supplies to events outside the library.