



METROPOLITAN LIBRARY SYSTEM

Job Description

Job Title: Director of Communications
Reports To: Chief Community Officer
Division: Community Services

Position Code.: 1173-124
Classification: Exempt
Date: 03/2024

JOB SUMMARY:

Controls and oversees the flow of communication and information about the library, develops and implements effective communications and marketing strategies to support the library's strategic plan, leads a team of communications and marketing professionals, and serves as the library's media and public information spokesperson.

ESSENTIAL JOB FUNCTIONS:

- Provides excellent service to internal and external guests.
- Develops and implements integrated, comprehensive communications and marketing strategies to support the library's strategic plan and increase public awareness, visibility, and brand recognition.
- Develops forward-thinking, proactive strategies and approaches to transform and optimize collections and programming practices and offerings across digital and physical platforms.
- Utilizes the organization's strategic plan to oversee the development of an integrated and innovative content group that includes collections, programming, and digital content creation.
- Develops and launches a new digital content practice that creates standalone and complementary added-value content that informs our community on a variety of topics that are relevant to them (e.g., primers, microsites, top 10s, etc.).
- Leads and nurtures creative thinking and collaboration within the marketing and communications team and across the organization to build a high-performing and adaptable culture.
- Manages the library's brand, brand architecture, brand image, and brand assets, including implementation throughout the organization.
- Manages all internal and external strategic communication, including all major strategic communication documents.
- Oversees the library's social media and digital communications strategies, activities, and content.
- Supervises the library's public relations and advertising strategies and activities.
- Conducts quality control on all internal and external communications.
- Manages the creation and production of promotional and informative materials, signage, and annual reports, ensuring consistent quality, brand integrity, and graphic presentation.
- Directs the creative development process for communications and marketing video and audio production projects.
- Manages, oversees, directs, and provides promotional content for the library's website, intranet, and other publicity/distribution channels.
- Ensures communications and marketing campaigns are integrated across media, social media, and web properties.
- Oversees the development and maintenance of the library's website and intranet, ensuring ease of navigation, clarity of information, and current, relevant content.
- Oversees production of internal marketing signage needs, ensuring quality and uniformity throughout the library.
- Scans and explores current and emerging trends, technologies, culture, and events to understand their relevance to our guests and then plans how to educate and prepare our communities on emerging issues.
- Leverages data to measure, analyze and optimize content performance, processes, purchasing, budgeting, and other areas of operations.
- Builds and fosters community relationships that further the library's mission and strategies.
- Carries out supervisory responsibility in accordance with policies, procedures and applicable laws including: scheduling, managing and approving payroll time entries, approving leave requests for direct reports; planning, assigning and directing work; communicating with staff; monitoring and appraising performance; develop staff potential; monitoring work outputs to maintain efficiency and quality of work; addressing complaints and resolving problems; providing coaching and mentoring for direct reports; and training staff as necessary on basic job functions.
- Establishes and maintains good working relationships with media outlets, library partners, vendors, and professional service providers.
- Develops, implements, and monitors the annual departmental operating budget.
- Works cross-departmentally to create strategy and lead response for crises communications and issues management.
- Attends speaking engagements and hosts special events.
- Oversees and negotiates vendor and partner terms and agreements.
- Serves as a member of the library's Advisory Council.
- Collaborates with the Human Resources department in hiring departmental staff.

- Completes all required and assigned training on time.
- Champions the Library's strategic goals and initiatives with the system's mission and core values in mind.
- Works in a manner safe to the individual and other people; follows safety rules and safe working practices; uses safety equipment as required.
- Defends the principles of the Citizen's Bill of Library Rights, the Freedom to Read Statement, the privacy of library guests' records and the code of professional ethics.
- Performs other related duties as assigned.

FREQUENCY OF TRAVEL REQUIREMENTS:

- Occasional travel to library locations and media events.
- Occasional travel within the state or nationally for appropriate professional development and networking.

INTERACTION:

- Interaction with staff, Metropolitan Library Commission members, media outlets, vendors, partners, guests, and the public.

MATERIAL AND EQUIPMENT USED:

- Computer(s)/Printer(s)
- General Office Equipment

MINIMUM QUALIFICATIONS REQUIRED:

Education and Experience:

- Bachelor's degree from an accredited four-year college or university in communications, marketing, public relations, or a related field; and
- Five or more years of communications, marketing, or public relations experience; and
- Two or more years of personnel management experience.

Licenses and Certifications:

- None

HIGHLY PREFERRED QUALIFICATIONS AND COMPETENCIES:

- Master's degree from an accredited college or university in communications, marketing, public relations, or a related field.
- Experience working with libraries.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- Principles of management including planning, setting goals and objectives, evaluating, budgeting, and project management.
- Principles and practices of marketing and public relations.
- Digital communications, including social media platforms and marketing.
- Basic principles and practices of library operations and management.
- Basic budgetary principles and practices.
- Applicable state, federal, and local ordinances, laws, rules, and regulations.
- All computer applications and hardware related to performance of the essential functions of the job.

Skill in:

- Using interpersonal skills that build and maintain strategic relationships with internal and external guests.
- Using tact, discretion, initiative, and independent judgment within established guidelines.
- Applying advanced skills in writing, editing, and proofreading.
- Using Adobe® Creative Cloud, Microsoft Office, and project management systems.
- Planning, organizing, assigning, directing, reviewing, and evaluating the work of staff.
- Preparing clear and concise reports, correspondence, and other written materials.
- Researching, compiling, and summarizing a variety of informational and statistical data and materials.
- Applying logical thinking to solve problems or accomplish tasks; to understand, interpret, and communicate complicated policies, procedures, and protocols.
- Using critical thinking, logic, and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems.

- Formulating and managing strategy.
- Writing policy and reports.
- Thinking ambidextrously to balance quantitative with qualitative, pragmatism with creativity, and analytical with emotional decision making.
- Building strong relationships with diplomacy and respect while being able to motivate, influence and mobilize people.

Mental and Physical Abilities:

- Ability to multi-task in a collaborative team structure.
- Ability to organize work, manage time effectively, establish priorities, and meet deadlines with minimal direction.
- Ability to utilize analytics to integrate and interpret data from various sources and to plan, develop, and implement responsible strategies.
- Ability to simplify and reframe complex problems or deeply engrained issues.
- Ability to think with perspective on a macro level.
- Ability to be comfortable with ambiguity.
- Ability to speak effectively before public groups and respond to questions.
- Ability to travel to various locations and to access reliable transportation to do so.
- While performing the essential functions of this job the employee is frequently required to move from place to place, speak and hear and lift and/or move up to 10 pounds.
- While performing the essential functions of this job the employee is occasionally required to bend, stoop, crouch, crawl, kneel, and lift and/or move up to 25 pounds.

SUPERVISORY RESPONSIBILITY:

- This position supervises professional communications and marketing staff.

WORK ENVIRONMENT:

- Works in a normal office environment where there are little or no physical discomforts associated with changes in weather or discomforts associated with noise, dust, dirt, and the like.
- Occasional evening or weekend work required.
- This position is eligible for Core and Emergency telework.

SUMMARY STATEMENT:

This job description should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this description. Any essential function or requirement of this job will be evaluated as an interactive process, as necessary, should an incumbent or applicant be unable to perform the function or meet the requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodations for the specific disability will be made for the incumbent or applicant so long as accommodation does not create an undue hardship to the System or if doing so causes a direct threat to the individual or others in the workplace and the threat cannot be eliminated by reasonable accommodation.

NOTE: The System reserves the right to amend or change this job description from time to time and/or assign other tasks for the Employee to perform as the System may deem appropriate.