

Job Description COMMUNICATIONS ASSOCIATE

BASIC FUNCTION

The Communications Associate supports the Communications Department with execution and monitoring of marketing communications initiatives under direction of the communications manager and/or department project lead. This role is responsible for the day-to-day creation of content for Sacramento Public Library's owned channels including but not limited to social media, website, and newsletter. The associate assists with copywriting and content management, and supports creation of materials used to promote or enhance Sacramento Public Library (SPL)'s brand, programs, services and events. This role also assists with tracking and reporting owned channel metrics and provides general support of department functions.

MAJOR DUTIES AND RESPONSIBILITIES

Functions listed are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

Copy Writing

- Create content for web, social media, email and other owned channels
- Write all content, copy and statements in adherence of brand style and voice
- Edit, proofread and revise communications produced by library staff
- Maintain brand style guide and provide updates to key staff and management
- Assist public relations efforts including editorial development, media relations and community outreach

Content Creation

- Implement content strategies for owned channels including but not limited to website and social media as directed by the communications manager
- Assist with website management including content creation, editing and publishing
- Maintain and execute an editorial content calendar
- Publish social media content, engage and monitor community in accordance with editorial calendar
- Assist with production of monthly newsletter
- Take photos/videos for owned channels and publications, secure photo releases, maintain archives
- Liaison with other departments to create digital content for owned channels
- Produce web content in adherence to approved page style and work with other departments on updates

Marketing

- Work closely with department manager and staff to execute marketing communications strategies
- Assist in development and distribution of marketing materials displays, signage and other print items
- Work closely with all departments and vendors to ensure all marketing communications materials and assets are current, effective and in adherence to brand style and graphic standards

Administrative

- Prepare, track and report key metrics for all SPL owned channels
- Prepare, track and process administrative documents for purchasing, bids and procurement
- Serve as an integral member of the team and provide consistent customer service to other departments
- Act as a representative of Sacramento Public Library in all discussions, presentations and interactions with

the public, partners and other persons engaged during the course of duties assigned to the position

- Perform related duties as assigned

QUALIFICATIONS

Knowledge, Skills & Abilities

1. Proven ability to write, edit and proof content and copy for marketing communications purposes; understanding of AP Style
2. Proven ability to have a high attention to detail and coordinate multiple projects simultaneously while meeting project timelines
3. Experience with web content management systems, project management systems, email marketing platforms and social media platforms
4. Experience with analytics platforms for measuring effectiveness of communication efforts
5. Respond to customers and address customer complaints/problems in a timely, accurate, courteous, respectful and friendly manner; understand the customer's needs and deliver services by focusing on the customer
6. Communicate effectively, orally and in writing

Education & Experience

- BA/BS degree in communications, public relations, journalism, marketing or a related field from an accredited college or university
- One (1) year of experience working in marketing communications or a related field

Physical/Mental Abilities

- Mobility — Sitting for long periods of time while operating a keyboard; occasional walking, bending, stooping, kneeling, reaching, pushing and pulling
- Lifting — Occasional lifting of 10 pounds or more
- Vision — Constant use of overall visual capabilities; frequent need for use of color perception, hand/eye coordination, reading and/or close-up work
- Dexterity — Frequent holding, grasping, typing, repetitive motion and writing
- Hearing/Talking — Constant hearing and talking of normal speech in person and on the telephone; occasionally speaking in front of large groups of people
- Special requirements — May require occasional weekend or evening work
- Emotional/Psychological — Constant concentration, decision-making and public contact; occasional ability to exercise sound judgment, especially under stressful situations; and working alone
- Environmental conditions — Occasional exposure to noise

Employee Signature

Date