

Job Description **COMMUNICATIONS COORDINATOR**

BASIC FUNCTION

The Communications Coordinator oversees communications and public information initiatives, and communications channels for Sacramento Public Library (SPL). This role supports the promotion of library services; produces and edits content for SPL's owned channels; writes and edits content for SPL publications and speaking points for presentations, develops and executes content strategy, and helps cultivate SPL's relationships within the community.

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.)

Communications

- Develop and implement communications strategies across owned channels (e.g., websites, social media, email, newsletters, intranet etc.) that supports SPL's strategic goals and key initiatives
- Write content; coordinate, edit, and proofread written contributions from others; and maintain quality, consistency, and relevance
- Produce, write and edit organizational materials, including but not limited to newsletters, annual report and other publications for internal and external audiences
- Draft talking points, event scripts and letters to the community

Content Management

- Oversee owned channels and continually assess and update website for accuracy; oversee regular review of digital content with subject matter experts to ensure content remains accurate and current; and ensure online content meets legal and compliance requirements
- Develop compelling stories, messages, and visuals through a variety of mediums that attract and engage a digital audience while following SPL's brand standards and communication style guidelines
- Develop and execute editorial calendar for owned channels
- Monitor relevant conversations in social media, tools, and web applications, and represent SPL in these conversations as appropriate
- Provide timely responses to customers' and followers' queries and comments
- Track, analyze and report on key performance indicators and trends for communication channels; use data to develop and optimize marketing communications strategies
- Perform other related duties as assigned

Public Relations

- Develops and maintains an editorial calendar and media lists for print, broadcast media and web; nurtures media relationships;
- Write press releases, PSAs and prepare information for the media, as needed
- Arranges and coordinates media interviews with appropriate library staff
- Takes photographs for publications and presentations; secures appropriate releases

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Miscellaneous

- Responds orally and in writing to inquiries regarding Authority activities and events
- Consults and coordinates with library managers, supervisors and staff and develop major presentation materials
- Assists in assembly of special exhibits
- Develops and maintains positive customer relationships with staff and the public
- Acts as a representative of Sacramento Public Library to the public
- Attends meetings and events; participates in various teams when needed
- Performs other related duties as assigned.

QUALIFICATIONS:

Knowledge, skills and abilities

1. Sacramento Public Library's policies and procedures
2. Thorough knowledge of grammar and AP Style, principles and methods used in copywriting and editing
3. Extensive experience writing for digital platforms including web and social media
4. Knowledge of content management and online community management
5. Extensive knowledge of social media best practices, content creation, online community engagement and content management
6. Knowledge of public relations and local sensitivities in communities served by the Authority
7. Experience with common productivity software including word processing, spreadsheet and file maintenance programs as well as online search and database tools and web content management systems
8. Knowledge of photography and video techniques
9. Knowledge and support of the principles of intellectual freedom
10. Experience producing, writing and editing materials for publication and presentation
11. Ability to work autonomously in developing and implementing communications plans
12. Ability to coordinate and promote events
13. Effective communication with other staff members and members of the public
14. Establish and maintain effective working relationships with other staff and work as a team
15. Understand customer's needs and deliver services by focusing on the customer
16. Take initiative to ensure a positive and successful customer experience by contributing to finding solutions, regardless of assigned responsibility
17. Respond to customers and address customer complaints/problems in a timely, accurate, courteous, respectful and friendly manner
18. Possess attention to detail and follow through on tasks effectively and efficiently
19. Establish priorities and organize workload effectively and efficiently while paying attention to detail and completing assignments under pressure and by deadlines
20. Maintain a pleasant and productive working atmosphere
21. Keep relevant parties informed of all major issues and to recommend changes as appropriate

Education and Experience

1. Bachelor's degree in journalism, communications, public relations, marketing, graphic arts, English, or a closely related field; and
2. Three years of experience in public relations/marketing, including editing and media relations; or equivalent technical training, education, and/or experience.

LICENSES, CERTIFICATIONS, BONDING AND/OR TESTING REQUIRED

A valid Class C California Driver's License will be required for appointment.

OTHER REQUIREMENTS

Position requires some travel throughout the library service area. May require working irregular hours, including evening and weekend shifts and working at various locations during the course of the workday or workweek. Interaction with library staff, library customers, other libraries, agencies and organization, library presenters and guests, and the media will be necessary to provide and received information or to resolve situations or problems.

WORKING CONDITIONS

Environment:

- The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Work occurs in a normal office environment with acceptable lighting, temperature and air conditions. Work environment involves everyday risks or discomforts which require normal safety precautions typical of such places as offices, libraries, meeting and training rooms, e.g., use of safe work place practices with office equipment, avoidance of trips and falls and observance of fire and building safety regulations. May have some exposure to angry or hostile individuals.

Physical Abilities:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Occasional light lifting of materials up to 20 pounds and sitting for extended periods of time viewing a computer monitor and detailed data;
- Requires repetitive motion in the operation of a computer;
- Position requires frequent verbal communications, talking, hearing, sitting, reaching, keyboarding and repetitive motion of hands/wrists, and handling. Specific vision abilities for this job include close vision and the ability to adjust focus.

Employee Signature

Date