

Job Description Communications Manager

BASIC FUNCTION

Plan, direct and manage activities and operations of the Library's Communications and Marketing Department; work closely with executive team and managers to develop public relations, branding and messaging; manage the Library's web, social media and intranet platforms; provide leadership in development of system-wide plans, policies and procedures.

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.)

- Provide strategic direction for developing, communicating and implementing the Library's online presence, brand, public relations and marketing strategies;
- Gather, monitor and interpret data to improve the Library's marketing, PR, communications initiatives;
- Develop policies and procedures regarding the Library's digital presence across platforms;
- Lead and participate in system-wide teams and task forces;
- Cultivate creative and innovative approaches to service and program delivery and problem resolution; initiate and participate in identifying and solving problems across Library system;
- Assign and prioritize work and projects of staff; monitor work flow; implement and administer policies and procedures; review and evaluate work;
- Develop, oversee and monitor departmental budget; forecast funds needed for staffing, equipment, materials and supplies; monitor and approve expenditures; implement mid-year adjustments;
- Promote the Library within the Sacramento community; represent the Library to other agencies and organizations;
- Work a flexible schedule which may include evenings, weekends and travel throughout the Library service area;
- Perform other related duties as assigned.

QUALIFICATIONS:

Knowledge, Skills and Abilities

1. Strong Leadership skills;
2. Exceptional project management skills;
3. Excellent communication, writing and editing skills with strong, professional, confident and persuasive presentation skills with the ability to speak persuasively to staff, Board and the public;
4. Strong organizational acumen with the ability to learn, understand and support the SPL Culture;
5. Solid analytical, problem-solving, research skills as well as technical, troubleshooting skills for complex applications;
6. Demonstrated ability of developing, implementing and managing marketing and web development projects that have consistently met or exceeded planned objectives;
7. Demonstrated ability to gather information, document processes and communicate with various stakeholders and efficiently translate them into content and web development plans, including requirements and specifications;
8. Knowledge and understanding of technology, new consumer trends and consumer insight data;
9. Ability to interact and collaborate with colleagues from all levels of the organization;
10. Ability to adapt and thrive in a fast-paced, deadline-driven environment;
11. Learn, interpret, explain and apply Sacramento Public Library's mission, vision, goals, policies and procedures;
12. Develop, analyze, advocate for and monitor departmental budget;
13. Effectively supervise, manage and motivate personnel;

JOB DESCRIPTION – COMMUNICATIONS AND VIRTUAL SERVICES MANAGER

14. Ability to demonstrate tact, foresight, creativity, flexibility and problem-solving strategies;
15. Ability to understand and interpret federal, state and local laws, regulations and ordinances;
16. Interpret current and emerging trends and innovations in library services to colleagues, Authority Board and community.

EDUCATION AND EXPERIENCE

Any combination of equivalent education and experience that could likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities required would be:

Bachelor's degree from an accredited college or university in communications, marketing, public relations or a related field is required. Master's degree in Communications, marketing Public Administration or Library and Information Science from an American Library Association (ALA) accredited college or university is preferred.

Five (5) years' experience in communications, public relations or marketing with two (2) years at the supervisory or managerial level. Experience in public libraries, nonprofits or government agencies preferred.

LICENSES, CERTIFICATIONS, BONDING AND/OR TESTING REQUIRED

Possession of a valid Class C California Driver License and proof of satisfactory Department of Motor Vehicle (DMV) clearance is required.

OTHER REQUIREMENTS

Personal transportation for job-related travel.

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. This position will primarily be an indoor office environment.

PHYSICAL/MENTAL ABILITIES

- Mobility - Constant 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 less;
- 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; and
- Environmental Conditions - Occasional exposure to noise.

Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions of this job.

Employee Signature

Date