



June 2008

## **LIBRARY COMMUNICATIONS COORDINATOR**

### **DEFINITION**

Under general direction, plans, directs, implements, coordinates, and administers a comprehensive public information and communications program to promote the use and support of the Library and its services, programs, special events, and facilities; creates and carries out communications plans; develops and implements marketing strategies and promotional plans; designs, coordinates, and manages press releases, public service announcements, newsletters, brochures, flyers, and other marketing tools; advises the Library Services Director on communications practices and strategies; initiates internal communications to keep City staff more informed of Library operations; and performs related work as required.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the Library Services Director. No direct supervision is exercised. May provide project direction to staff and/or consultants on an as-needed basis. Exercises technical and functional supervision over assigned library clerical, part-time, or volunteer staff.

### **CLASS CHARACTERISTICS**

This is a single-position classification responsible for the effective implementation of a communications and marketing program for the Library. Responsibilities include developing and implementing a strategic communications and marketing plan; developing targeted communications campaigns; developing marketing and promotional materials; enhancing the Library's presence in the community through participation in community activities and events; serving as the Library's primary media contact and developing and issuing media releases; soliciting sponsorships for Library activities and programs; and coordinating the activities of the Library and outside agencies.

### **EXAMPLES OF ESSENTIAL JOB FUNCTIONS** (Illustrative Only)

*Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

- Develops, recommends, and implements strategic communications and marketing plans for the City's Library and its services, programs, special events, and facilities; develops methods to monitor and evaluate the effectiveness of the plans.
- Oversees and coordinates the development of all publications, promotions, and media contacts for activities and events.
- Advises the Library Services Director on promotional and political strategies for managing relations with the public, Library and other City staff, and elected officials.
- Designs, develops, edits, and/or approves all targeted marketing and promotional materials, such as press releases, newsletters, flyers, advertisements, and informational brochures; contributes information and assists in the development of Library web pages; develops e-newsletters.

- Develops and maintains working relationships with the media; coordinates all communications with the media; speaks to the media on behalf of the Library.
- Determines and responds to patron needs; assists in developing annual patron surveys and other public outreach methods; analyzes the results of the survey and informs Library Director, public, City staff, and elected officials of same; recommends new policies and programs in response to patron needs.
- Prepares and coordinates the distribution of Library press releases, media kits, public service announcements, brochures, advertisements, flyers, and other professional marketing tools.
- Acts as liaison to Friends of the Library; presents requests for funding of library programs; advises the group on promotional projects, including publications; reviews and edits staff requests for funding from Friends of the Library.
- Designs and writes speeches and talking points for the Director and Library Board in their communications with the public and elected officials.
- Participates in presentations to schools, service clubs, and community groups; assists the Library Services Director with the preparation of speeches and presentations.
- Leads the planning and execution of large special events with input and support from Library management and staff.
- Works closely with the Library's management team regarding methods of improving service and increasing revenues.
- Participates as a member on Library committees related to public outreach and community relations; contributes ideas to facilitate program and policy implementation.
- Coordinates the ongoing records and files of newspaper articles, ads, promotional pieces, slides, videos, and photographs of Library facilities.
- Analyzes market changes and/or community development to identify opportunities to enhance or promote Library services and programs.
- Provides input to Library's annual budget by preparing resource, revenue, and expenditure projections for designated program areas; administers and monitors assigned budget monies; tracks and analyzes revenues and expenditures on an ongoing basis, recommends budget adjustments as necessary.
- Maximizes and maintains positive patron relationships; represents the Library on various City-wide committees and at a variety of library and community meetings; acts as a liaison with organizations and associations affiliated with Library services; presents requests for sponsorships and contributions.
- Trains Library staff on writing and marketing strategies; develops publishing guidelines for staff.
- Develops occasional cultural programs for the public; sets up contracts with performers, publicizes events, sets up venues, moderates events, and analyzes patron evaluations.
- Stays informed on new trends, innovations, and changes that affect marketing and advertising.
- Performs other duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Principles and techniques of mass and targeted communication and public speaking.
- Principles, practices, and theories of marketing.
- Principles and techniques of graphic design, desktop publishing, and production of print and multimedia materials, including the use of graphic design software.
- Principles and practices of library services, programs, and promotions.
- Library goals, objectives, and priorities.
- Business communications, including letter writing and report preparation and presentation techniques; effective communication techniques in public presentations.
- Statistical data gathering, research, and analysis.
- Basic principles and practices of staff supervision and training.
- Research and reporting methods, techniques, and procedures.

- Applicable Federal, State, and local laws, codes, and regulations.
- Record keeping principles and procedures.
- Modern office practices, methods and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for dealing effectively with the public, vendors, contractors and City staff, in person and over the telephone.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups and various business, professional, educational, regulatory and legislative organizations.
- Techniques for providing a high level of customer service to public and City staff, in person and over the telephone.

**Ability to:**

- Effectively market, plan, organize, coordinate, and evaluate assigned programs within a team environment.
- Develop effective communications, public relations, and marketing materials using graphic design principles and techniques and appropriate computer hardware and software.
- Respond to requests and inquiries from the general public and the media.
- Elicit community and organizational support for assigned program and projects.
- Interpret, apply, and explain applicable Federal, State, and local policies, procedures, laws and regulations.
- Coordinate a variety of projects and programs simultaneously.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Plan, schedule, assign, and oversee activities of staff; train staff in work procedures.
- Make accurate arithmetic, financial, and statistical computations.
- Effectively conduct meetings and make presentations to various groups.
- Analyze situations and identify pertinent problems/issues; collect relevant information; evaluate realistic options; and recommend/implement appropriate course of action.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities and meet critical time deadlines.
- Operate modern office equipment, including computer equipment and specialized software applications programs.
- Comprehend and use English effectively including producing all forms of communication in a clear, concise, and understandable manner to intended audiences.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work.

**Education and Experience:**

*Any combination of training and experience which would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:*

Equivalent to graduation from a four-year college or university with major coursework in communications, journalism, marketing, public relations, or a related field, and three (3) years of increasingly responsible experience in coordinating marketing, advertising, promotions, and public relations programs, or event coordination.

**License and Certification:**

- Possession of a valid driver's license with a satisfactory driving record.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 40 pounds.

**ENVIRONMENTAL ELEMENTS**

Employees work in an office environment with moderate noise levels, controlled temperature conditions and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.