

Spokane County Library District

CLASSIFICATION: E17

POSITION TITLE: Communications Manager

GENERAL PURPOSE:

Plans, develops, organizes and directs the District's external and internal communication program.

POSITION SUMMARY:

The Communications Manager position is a specialized professional position responsible for the development, implementation and maintenance of an effective communications program using traditional, electronic and social media. Work includes a variety of communications/public relations activities including publicity for library services, publications, media relations, and library promotions; overseeing the design, production and distribution of e-newsletters and all print materials, including brochures, flyers, posters, newsletters and reports; overseeing the design and content development for SCLD.org; preparing and distributing news releases and public service announcements; and planning and coordinating special events, programs, exhibits and promotions. The Communications Manager reports to the Executive Director who reviews work based upon successful program implementation/coordination and the attainment of District goals and objectives. Supervises the graphic designer.

ILLUSTRATIVE EXAMPLES OF ESSENTIAL DUTIES AND RESPONSIBILITIES:

Develops and implements short- and long-range plans for the communications and public information program; coordinates with the Executive Director, managers, supervisors and other staff members to develop, implement, and/or promote programs, services or activities to increase public awareness of the role of the library in the District and the various communities served.

Develops and recommends to the Executive Director, strategic activities, operating plans, and budgets for the communications and public information functions; plans, organizes and coordinates special events, programs, exhibits and promotions; advises the Executive Director, Board of Trustees and staff on the possible public relations impact of proposed activities.

Develops, implements, and administers policies and procedures designed to ensure consistent, accurate and timely communication to various constituencies identified as being integral to the success of a particular program, service or activity.

Develops and implements effective, consistently-branded external communications, including publicity for the District's library services, promotions and media relations; coordinates design, production and distribution of brochures, flyers, posters, newsletters, reports and other print materials used for public information; prepares and edits copy as appropriate.

Employs electronic and social media to carry out the District's communications activities, including maintenance of public information sections of the District's website; prepares and publishes bi-monthly e-newsletter; oversees Facebook activity and evaluates emerging social media for potential use.

Advises on internal communications in areas including crisis management, staff Intranet and maintains appropriate voice for internal messages.

Serves as the primary contact and liaison for media and community groups; prepares, edits and oversees distribution of media information such as news releases and public service announcements; cultivates positive relationships with representatives of newspaper, radio, television and online media, and civic and community leaders.

Keeps current on emerging trends and developments in communications, electronic and social media, community relations and public information, as well as community events, resources and promotional opportunities.

Attends work on a regular and dependable basis.

Interacts in a professional and respectful manner with District staff and members of the public.

Hears, sees, speaks and listens to individuals to successfully interact with peers, co-workers and the public.

Read materials in print or electronic format.

OTHER JOB FUNCTIONS:

Trains district staff in media and community relations issues; delegates support work to staff; reviews work performance.

Performs other tasks as may be assigned to support the District's mission.

SELECTION FACTORS:

(Candidates selected for employment must satisfactorily demonstrate possession of these factors during a prescribed trial period, and afterward, for continued employment.)

Knowledge of:

- The principles and practices of communications, journalism, marketing, promotions and community and public relations.
- The current and emerging trends in communications, community relations and publicity.
- The use of electronic and social media.
- The formulation, design, layout and writing of effective public information materials.
- Effective interpersonal communication and persuasion techniques.
- Development of effective community resources and contacts.

Ability to:

- Plan, organize, prioritize and evaluate the work of others.
- Organize and express ideas effectively in verbal and written communications.
- Think critically and creatively; develop programs of action, and carry them through to successful conclusion.
- Use problem-solving skills, initiative and sound judgment.
- Establish and maintain effective working relationships with SCLD staff, Board of Trustees, area library communications staff; public officials, civic and community groups, the general public and media representatives.
- Make effective presentations.
- Work a flexible schedule that may include evenings and weekends.
- Attend work on a regular and dependable basis.
- Ability to transport oneself to other locations to perform work.
- Physically perform the essential functions of the position.

MINIMUM QUALIFICATIONS:

Persons applying for a position of this class should have

Bachelor's degree in communications, public relations, journalism or a related field; a minimum of five years progressively responsible work experience in public relations, journalism, marketing or communications, including two years' supervisory experience; and two years' experience in use of electronic and social media, preferably Facebook, YouTube and Twitter. Work experience in the public sector preferred.

Or any combination of training and experience which demonstrates the ability to perform the essential functions of the position.

Should be able to successfully pass a background check.

Possession of a valid driver's license and normal risk insurability is preferred.

TOOLS AND EQUIPMENT USED:

Personal computer, including keyboard, mouse and monitor, and word processing, database and spreadsheet programs, as well as web content and social media management; telephone; calculator; copier; and fax machine.

WORK ENVIRONMENT:

(The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.)

Work is performed primarily in an office environment while sitting at a desk or computer terminal for extended periods of time. Ability to transport oneself to other locations to perform work or to attend work-related meetings, workshops or conferences is required. Physical exertion may be required to lift office supplies or other printed materials. Hearing, speaking and listening to individuals and groups in person and by telephone; reading materials in print and electronic format; using a keyboard, mouse and viewing a computer monitor; meeting deadlines, frequent interruptions, and working under moderate levels of stress are illustrative of the mental and physical requirements of the position.

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

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

FLSA Classification: Exempt

Salary Range: E17

Revised: 12/17/10; 11/28/11