

# Marketing and Communications Manager

JOB TITLE: Marketing and Communications Manager

FLSA STATUS: Exempt

GRADE: 42

DEPARTMENT: Communications

APPROVED DATE: 10/2016

REVISED DATE: 12/2021, 02/2022

## Job Summary

Sno-Isle Libraries' mission is that everyone is connected to their library. We're looking for an innovative marketing and communications professional with a demonstrated ability to think critically and strategically about an organization's brand and reputation. The ideal candidate will have a mastery of the full range of communications tools, have a track record of world class media relations, managing marketing teams and contractors, be familiar with technology, and create content that has impact with our audiences.

Equity, diversity and inclusion are foundational values of our work here at Sno-Isle Libraries. We are seeking a manager to develop and implement a communication plan focused on equity, diversity and inclusion to enhance the library consumer experience and deepen their relationship with Sno-Isle Libraries.

The incumbent will serve as the marketing and communications strategist responsible for the Library District's overall marketing and audience engagement strategies.

## We Value Lived Experience

Sno-Isle Libraries is committed to embedding equity into our organization. As we engage in equity work, it's important to have a good foundation to frame the work and then provide training opportunities to build skills and knowledge.

We value and embrace the unique experiences our staff members bring to the organization and recognize how their experiences improve the service we provide.

## Essential Functions

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

1. Develop and execute communications and marketing strategies to advance key priorities with a focus on equity, diversity and inclusion.
2. Shape the Library District's message to tell our story to increase the impact of our work.
3. Develop and create sustainable media relationships.
4. Create and distribute world class content.
5. Manage the marketing team to build collaboration, trust and transparency across the organization.
6. Develop communications, marketing, events and public relations activities to expand and promote awareness of the Library District and its products and services.
7. Prioritize content across all media channels and formats, including online communications and social media properties through management of a marketing dashboard.
8. Provide effective direction to assigned staff to assure the quality of communication and marketing content and services for the Library District. This includes such actions as: interviewing, selecting, and training staff; scheduling and assigning tasks and services to assure optimum service levels and uses of staff skills and abilities; coaching staff and arranging for or giving continuing training to enhance their capabilities and to enhance quality of service; applying Library District personnel policies and procedures to such matters as granting and scheduling leave, resolving grievances and discipline matters; evaluating staff performance and providing useful and helpful communication to staff on their performance; and promoting and terminating assigned staff members.
9. Assure the fiscal soundness of the operation of the marketing and communication unit, including developing annual budgets, monitoring and reporting expenditures compared to budget and initiating needed corrective action.
10. Develop and manage the production of Library District communication and promotional materials, including online content, newsletters, e-communications, annual reports, brochures, flyers, news releases, op-eds, event programs and publications; review and edit existing promotional materials for marketing effectiveness, cross-promotional implications and adherence to brand guidelines.

11. Work with library staff to measure the effectiveness of marketing efforts for use of Library District resources, programs and services; ensure brand consistency across project deliverables, digital and print; provide support for communication and marketing efforts.
12. Develop and implement an overall marketing, communications and information-sharing strategy.

### **Additional Duties and Responsibilities**

1. Build innovative methods for communications, media relations, and use of technology.
2. Attend meetings, trainings and workshops as assigned.
3. Perform other duties as assigned.

### **Supervision**

This position reports to the Assistant Director of Strategic Relations. The position supervises the marketing staff.

### **Knowledge, Skills, and Abilities**

1. Knowledge of media relations, community relations, crisis communications, multimedia, external and internal communications, as well as customer and stakeholder engagement.
2. Knowledge of program, project, product and event management.
3. Communications abilities including speechwriting, message and delivery development and collateral support, including message preparation and delivery in various issues/situation management scenarios.
4. Ability to uphold the principles of equity, diversity, and inclusion in the workplace and the community.
5. Ability to communicate with diverse audiences.
6. Ability to work cooperatively and maintain effective interpersonal skills with the public and co-workers.
7. Ability to collaborate effectively within a team and across complex cross-group teams.
8. Demonstrated ability to work with news and entertainment media, as well as use of media to form strategic partnerships which help achieve organizational objectives.

9. Professional-level writing, editing and communication skills with the ability to effectively interact, present ideas and represent the organization in diverse settings with diverse audiences.
10. Ability to collaborate effectively within a team and across complex cross-group teams.
11. Ability to drive proactive communications and marketing campaigns and media relations.
12. Ability to budget, develop work plans and manage staff development; supervise, lead and effectively manage staff teams and resources.
13. Ability to coordinate and manage online opportunities for communications, marketing and customer engagement through the internet, search engine optimization and social media networks, such as Facebook, LinkedIn, Twitter, YouTube, TikTok, as well as email communications and online marketing campaigns.
14. Ability to successfully take projects from concept to quality delivery on time and on budget.
15. Ability to use business, communications and marketing online software tools.
16. Ability to execute initiatives that amplify brand awareness, improve and maintain customer loyalty, and increase event attendance.
17. Demonstrated ability to simplify, explain and present complex concepts for understanding.
18. Demonstrated skill with new and innovative storytelling to guide customer choice.
19. Knowledge of computers and Windows-based software.
20. Knowledge of customer service standards and protocols.

### **Education and Experience**

*Knowledge, skills, and abilities for this position can be acquired by a combination of experience and education including:*

1. Bachelor's degree in Communications, Marketing, Public Relations, or related field and five years of experience in media, communications and marketing, online communications, corporate or non-profit communications environment
2. Two years of supervisory experience, or any combination of education and experience which would provide the required knowledge and skills.

### **Physical and Environmental Conditions**

The physical demands described here are representative of those that must be met by a staff member to perform the essential functions of this job successfully. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Most of the work is carried out within a generally accessible, safe, indoor environment. While performing the duties of this job, the incumbent is required to operate computers for extended periods of time.

The incumbent must regularly communicate with coworkers and members of the public. These contacts and situations are deemed to be generally safe and free of undue stress, but require incumbents to be cordial, helpful, and skilled in interpersonal relations with others both in the public and within the Library District.

Incumbents may travel to various sites in all kinds of weather and traffic conditions. To accomplish this travel, the incumbent must be able to drive and hold a valid Washington State driver's license or to make independent arrangements for such transportation.