

CITY OF BELLINGHAM

JOB DESCRIPTION

JOB TITLE: Communications, Community Relations & Programming Manager

E-PLAN

DEPARTMENT: Library

SG:13

CS:N

FLSA:N

EEO4CODE:PR

JOB SUMMARY:

Plans, coordinates, manages, and directs communications, community relations, and library programming. Develops and coordinates all library communications to customers, general public, outside organizations, the media, and staff. Executes strategic communications and marketing initiatives. Oversees the development and production of marketing materials. With the Library Director, serves as a primary media spokesperson. Plans and implements outreach to the community through programs, events, and classes. Develops and implements the library's community relations, establishes and maintains community partnerships, and serves as staff liaison to the Friends of the Bellingham Public Library.

SUPERVISORY RELATIONSHIP:

Reports to the Library Director. Works with limited supervision and considerable independence with frequent staff contact. Serves as a member of the library's management team. May supervise the work of support personnel.

ESSENTIAL FUNCTIONS OF THE JOB:

Communications and Community Relations

1. Manages, develops, and coordinates all library publicity and messages to customers, general public, outside organizations, the media and the staff; serves as the primary media spokesperson for the library with the Library Director.
2. Works closely with the Library Director and Management Team to oversee the creation of communications and branding that accurately and professionally reflects and communicates the library's Strategic Plan objectives, services, and programs.
3. Writes, edits, and/or prepares articles, news releases, reports, web copy, the Library's Annual Report, Strategic Plan, and other library communications.
4. Develops, implements, and administers policies and procedures designed to ensure consistent, accurate, and timely communication to various constituencies.
5. Directs initiatives designed to increase and enhance public awareness of the library's services, programs, events, and key accomplishments; implements and evaluates outcomes.
6. Advises Director, Trustees, and staff on the possible public relations impact of proposed activities; advises staff regarding appropriate voice for internal and external communication or messaging.

7. Oversees website brand and content; oversees social media content and postings; serves as library's webmaster.
8. Serves as the staff liaison with the Friends of the Bellingham Public Library and coordinates with the Friends to promote community relations and advocacy.
9. Develops, recommends, and oversees an annual communications budget.
10. Participates in developing and writing confidential communications, including about labor relations issues and negotiation strategies.

Library Programming

11. Develops and oversees the library's programming plan designed to highlight and promote library resources and services to the community. Focus is on adult programs, in coordination with Youth Services. Programs range from book discussion groups, author events, Pop-Up library presence at community events, to organizing presentations on a variety of topics to meet community needs and interests.
12. Directs and steers the library's programming committee, sets agendas, and develops program policies and procedures; works directly with the staff who are responsible for implementing the programs.
13. Develops and implements communications strategies to promote library programs.
14. Connects, works, and partners with community organizations and agencies to offer quality programming reflective of the community's needs and interests; develops new and maintains current community partnerships.

ADDITIONAL WORK PERFORMED:

1. Participates in library strategic planning.
2. Serves as a member of the library's management team, providing guidance and advice regarding library communications and community relations.
3. Represents the Library Director as needed.
4. Responds to customer suggestions, comments, and complaints.
5. Provides staff support to the Library Director; coordinates and conducts special projects.
6. Serves on various library or community committees as assigned or appointed.
7. Performs related duties as assigned or required.

PERFORMANCE REQUIREMENTS (Knowledge, Skills, and Abilities):

Knowledge of:

- Principles, best practices, and current and emerging trends in communications, marketing, library programming, and community relations.

- The use of electronic media.
- Publishing and standard computer software applications.

Skill in:

- Exceptionally skilled verbal and written communicator who can convey the library's message across a variety of mediums, in diverse settings with all types of audiences.
- Interpersonal relations.
- Public speaking.
- Use and application of social media.
- Planning, organizing, managing projects, and budgeting.
- Designing, producing, and disseminating marketing/public information materials.
- Promoting and publicizing the library's programs, services, and accomplishments.

Ability to:

- Establish and maintain effective working relationships with library staff, the public, media representatives, public officials, community organizations, and the Friends of the Library.
- Make effective, compelling presentations.
- Set and easily meet deadlines.
- Establish priorities and organize workload.
- Assess community interest, and use both data and vision to plan and evaluate effective services and programs.
- Enthusiastically adapt to changing priorities, technologies, and community needs.
- Exercise discretion and maintain confidentiality of sensitive oral and written information.
- Maintain consistent and punctual attendance.
- Ability and willingness to demonstrate the Public Service Competencies of Service Orientation, Results Orientation and Teamwork and Cooperation
- Physical ability to perform the essential functions of the job, including but not limited to:
 - correctable visual acuity to read a computer screen and a typeset page;
 - fine finger dexterity to manipulate computer keyboard and mouse;
 - transport objects weighing up to 35 lbs.

WORKING ENVIRONMENT:

Work is performed in a standard office environment. Some travel required. Meeting deadlines, ability to adapt to changing conditions, interruptions, and working under moderate to high stress levels are examples of the environmental requirements of the position.

EXPERIENCE AND TRAINING:

Required:

- Bachelor's degree in communications, public relations, journalism, marketing or related field, and
- Three (3) years progressively responsible and hands-on work experience in communications, public relations, marketing, or community relations; or
- Any combination of education and proven work experience which would provide the required knowledge and skills and allows successful performance of the job.
- Proficiency in the use of electronic and social media.

Preferred:

- Public sector experience
- Experience in conceptualizing, developing, and coordinating programs for adults

NECESSARY SPECIAL REQUIREMENTS:

- Must pass local police and Washington State Adult/Child Abuse records check prior to hire.
- The ability to work evenings and weekends as required to get the job done or to attend library events and activities.

PREPARED BY:

Pam Kiesner
4/14

REVIEWED BY:

Pamela Nyberg Kiesner, Library Director