

Mishawaka-Penn-Harris Public Library
JOB DESCRIPTION

POSITION: Communications Manager

LOCATION: Mishawaka Library

CLASSIFICATION: 10-Manager

FLSA Status: Exempt

HOURS OF WORK: Full Time/30-40 hours per week. Should the library be open on Sundays, some Sunday work may be required.

WAGE: *\$30.00 per hour, minimum starting rate of pay*

BENEFITS: As specified in the latest edition of the staff handbook or as amended by the Board of Trustees.

DIRECT SUPERVISOR: Director of Operational Services

QUALIFICATIONS AND WORK SKILLS:

1. Bachelor's degree in communications, marketing, public relations, or related field from an accredited program.
2. Minimum of three (3) years experience in the development, execution, and evaluation of strategic communications and marketing strategies for either a non-profit or for-profit organization
3. Proven experience in developing strategic marketing and social media plans and managing the execution of plans that drive usage of Library services and programs
4. Proven ability to write, edit, and create copy and external facing materials that support the work of MPHPL.
5. Knowledge of graphic design programs such as Adobe Creative Cloud is preferred.
6. Demonstrated ability to creatively problem solve, multi-task and prioritize projects to ensure meeting deadlines.

Position Summary

This position is responsible for the following:

- Library strategic communications and branding
- Internal and external communications

- Developing and implementing MPHPL communication plan
- Social media strategy development and execution

DUTIES & RESPONSIBILITIES:

1. Leads all communication and marketing action-plan items and initiatives that support library programs and services, and informs patrons as determined by MPHPL's Long-Range Plan.
2. Directs media relations: creates and maintains effective relationships with media (print, broadcast and social); proactively solicits media coverage of library services and programs; produces and distributes news releases.
3. Represents MPHPL at public functions; represents and speaks for MPHPL to media as needed; serves as the community liaison contact.
4. Manages the MPHPL brand, ensuring consistency in visual brand elements as well as written tone, naming and other branding guidelines.
5. Plans, writes, edits, proofreads and produces print and electronic publications and presentations in the MPHPL system.
6. Participates in demographic research as well as designs and conducts surveys, including marketing and public opinion research, as part of the evaluation of library services, resources, and programming and measures strategic plan goals and initiatives.
7. Develops budget and monitors expenditures; evaluates effectiveness of systems and workflow.
8. Supervises and directs the work of the Graphic Designer; manages, prioritizes and directs workflow to ensure efficient and timely completion of content development, design, review and production requests from internal departments.
9. Participates in management meetings, library-wide committees, and other duties as assigned.

PHYSICAL REQUIREMENTS:

1. Ability to sit for extended periods of time while keyboarding.
2. Ability to hear patrons and staff (with or without hearing aids) accurately in person and on the phone to facilitate an appropriate response.
3. Ability to see (with or without glasses) to perform all duties as assigned.

February 2021