



Anderson County Library
300 N. McDuffie St, Anderson, South Carolina 29621
(864) 260-4500

JOB DESCRIPTION

JOB TITLE: Marketing and Communications Manager

Pay Grade:

FLSA:

FUNCTION

Plans and coordinates the community relations and marketing efforts of the library system, including, but not limited to, the production of publicity materials and special programs, the coordination of community events and the preparation of press releases. Coordinates efforts with the Library Director to liaise with the Friends of the Library organization and potential Library donors.

SUPERVISION RECEIVED

Works under the direct supervision of the Library Director and the supervision of the Assistant Library in the absence of, or at the request of, the Library Director

SUPERVISION EXERCISED

Supervises a minimum of two (2) full-time Administration staff members and members of the publicity team regarding their work with publicity and outreach.

EXAMPLES OF WORK PERFORMED

(These tasks are illustrative only; to carry out the day-to-day functions of the job, other duties may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or logical assignment to the position.)

- Responsible for supervising staff including, but not limited to, training, evaluation, and conducting of performance review and counseling, including recommendations for hiring, promotion, merit pay increases, disciplinary action, and terminations that are given particular weight by the Library Director.
- Develops and implements short-term and long-range marketing plans in support of the Library System's strategic planning efforts.

- Markets library facilities, programs, resources; and services.
 - In conjunction with the Library Director, Assistant Director, and members of the Publicity team, creates a quarterly and yearly marketing plan which is kept up-to-date.
 - Creates, develops, and oversees publicity efforts, which may include press releases, brochures, posters, mailings, public announcements, directional items and other printed materials.
 - Disseminates printed publicity materials at Main, the branches and to the public at large. Responsible for removal of outdated materials at Main, the branches and the public at large.
 - Ensures all library programmers' publicity is consistent with library marketing plans. May create templates and edit or modify publicity received from programmers or other publicity team members, as needed.
 - Develops positive working relationships with the media, community leaders, non-profit organizations, citizens' groups, local businesses and other agencies.

- Serves as administrative liaison to the Friends of the Library. Oversees the coordination of the Friends Bookstore and Café and supervises the Community Affairs Assistant's role in the day-to-day operations of the Friends Bookstore and Café.
 - In conjunction with the Friends of the Library, oversees both the Annual Spelling Bee and Storytellers' Festival.

- Supervises the Publicity team's, which includes the Digital Services Coordinator and the Outreach librarian, work on publicity and outreach efforts.
 - Works with the Digital Services Coordinator on web-based communications and promotions, including social media to ensure publicity is correct and consistent with the library marketing plan.
 - Works with the Outreach Librarian to ensure that all outreach efforts are coordinated with the marketing plan and occur in a timely manner.
 - In coordination with the Outreach Librarian, initiates contact with outside agencies and institutions, and determines feasibility and scope of cooperative ventures.

- Develops sponsorship/donation materials, solicits donations, and helps secure gifts for the Library System from a variety of sources including individuals, organizations, foundations, corporations, etc. in conjunction with the Library Director.

- Consults with the Director regarding official statements, strategies, and plans, with regard to decisions and actions that may be covered by the media.

- Ensures continual maintenance of key community stakeholder, corporate, and donor contact databases; builds and manages new databases for specific correspondence and campaign purposes.
- Oversees and coordinates the booking of Meeting Rooms. Works the Reception Desk as necessary, including booking meeting rooms and solving issues regarding meetings rooms.
- Maintains a sound understanding of the Library System's operations and objectives.
- Makes oral and written presentations using up-to-date technology, as necessary.
- Recommends annual budgets for printing, promotional advertising, and resource development.
- Handles sensitive and confidential matters.
- Ensures that the exterior and interior display boxes are always filled by working with public and staff.
- Maintains professional development through various workshops, literature, and other means; consults and shares information with co-workers and other library staff.
- Serves as a member of various Library committees.
- May be required to work nights and weekends.
- May substitute as needed in other areas of the Library.
- Performs other related duties as required.

REQUIRED MINIMUM QUALIFICATIONS

Education and Experience:

- (A) Bachelor's degree from an accredited university in marketing, communications, public relations or a related field with a minimum of three (3) years' experience in a marketing, public relations or related position.
- (B) A minimum of one (1) year at a supervisory level.
- (C) Proven experience creating and editing promotional pieces.
- (D) Experience in project coordination.
- (E) Library or public institution experience preferred.
- (F) Experience working with volunteers preferred.

- (G) Other combinations of experience and training that meet the minimum requirements.

Necessary Knowledge, Skills and Abilities:

- (A) Knowledge of marketing principles and public relations practices; ability to design and implement all facets of effective public relations, which includes the ability to develop and implement a consistent brand and the ability to design and implement all facets of effective public relations campaigns, including fundraising campaigns for public facilities and programs.
- (B) Knowledge of media relations regarding functions and roles of print and broadcast media, including online and social media, and how to best work with them to achieve desired results.
- (C) Ability to plan and execute public relations activities including media relations, issues and crisis management and community relations.
- (D) Ability to effectively speak in public and deliver group presentations: ability to write, design and prepare publications in multiple formats, using multiple platforms.
- (E) Ability to plan and organize workloads and schedules; ability to set priorities; ability to adjust to changes in the daily work schedule; ability to handle and assign multiple projects at the same time.
- (F) Ability to plan, coordinate and execute special events and meetings.
- (G) Ability to apply expert-level skills in English usage, spelling, grammar, punctuation, copywriting, editing and proofreading.
- (H) Ability to effectively train and supervise staff; ability to evaluate staff performance and design solutions to perceived needs; ability to mentor staff to improve performance.
- (I) Ability to establish and maintain effective working relationships with the general public, employees, branch managers, community and business leaders and the media.
- (J) Ability to use good judgment and discretion in carrying out duties and responsibilities.
- (K) Must possess a valid driver's license or the ability to obtain one.

TOOLS AND EQUIPMENT USED

Personal computer, tablets, digital camera, Microsoft Office, Adobe Creative Suite, desktop publishing software, LCD projector, and accompanying equipment used in meeting rooms.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable

accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is quiet to moderate.

PHYSICAL DEMANDS

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

While performing the duties of this job, the employee is frequently required to sit and talk or hear; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to travel to other areas within the library.

The employee must occasionally lift and/or move up to 25 pounds.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

This job description does not constitute an employment agreement between the Anderson County Library System and an employee and is subject to change by the Anderson County Library System as its needs and the requirements of the job change. Also, the Anderson County Library System may change assigned work location and schedule depending upon the needs of the system.