

Hartford Public Library seeks a full-time Director of Marketing and Communications.

SUMMARY OF RESPONSIBILITY:

The Director of Marketing and Communications is responsible for the development and implementation of strategic marketing and communications plans and activities to broaden awareness and strengthen Hartford Public Library's brand. Leads all marketing, communications and external relations activity for Hartford Public Library, including library communications, media relations, employee communications, sponsorships and events, government relations and community engagement. Participates in system-wide planning and development and is a member of the senior management team.

Please see our website for the full job description: <https://www.hplct.org/about/job-openings>

Hartford Public Library Job Description Grade 16

Essential Functions:

- Responsible for development of short and long term strategic communications plans for Hartford Public Library and oversee implementation.
- Develop, implement and monitor systems and procedures necessary to ensure smooth operations of the marketing, communications and public relations department.
- Develops and oversees execution of media strategy across all media, including press, social media, broadcast and print publications.
- Leads efforts to ensure website is optimized and oversee content creation and management for both the internet and intranet.
- Responsible for editorial direction, design, production and distribution of all organizational publications.
- Coordinates all organizational print and electronic materials and images such as letterhead, use of logo, brochures, banners, graphics, etc. across library system. Develops and manages process for branch libraries to create and/or request promotional materials or signage.
- Observe established best practices guidelines to ensure that all copywriting, proofing and editing is managed correctly and in coordination with various staff, including creative team, project managers and graphic designers.
- Develops and reviews internal and external correspondence for employees and external stakeholders keeping them informed of Hartford Public Library developments and write copy for external articles and press as required.

- Oversees and assists with preparation of key Library publications including Annual Reports, magazine, e-weekly newsletter, and other publications as required.
- Responsible for proactive public relations including op-ed pieces and other media outreach to amplify the spread of information about Hartford Public Library to the public.
- Assists chief executive officer with written material and interactive presentations for public speaking engagements or article publications.
- Regularly reviews external and internal communications policies and develops or suggests revisions as needed.
- Regularly conducts relevant market research, monitor trends, analyzes impact of marketing and communications efforts; identifies and assesses key market segments, audiences and marketing channel effectiveness; reports to CEO quarterly on impact. Develops and delivers reports and presentations to senior HPL management or Board of Directors as needed.
- Ensures effective management, mentoring and supervision of departmental staff, vendors and consultants. Builds the teams' cross functional skills to ensure effective coverage and succession if and when needed.
- Maintains open communication and regularly engages with all staff to monitor and identify communications issues and opportunities. Contributes to team effort and models appropriate team behavior, values and commitment to organizational mission.
- Escalates issues and flags potential concerns to appropriate parties.
- Responsible for emergency communications and to act as spokesperson as required.
- Positively reflects Hartford Public Library's mission, vision, and values to staff and the public.

Other Functions:

- Attends professional meetings, maintains active membership in state, regional, and national library associations; participates in activities of professional organizations; maintains and continues to develop professional and technical skills.
- Performs related duties as required.

The duties listed above are intended only as illustrative 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 or a logical assignment to the position.

QUALIFICATIONS AND COMPETENCIES:

- Bachelor's Degree in communication, marketing, graphic arts or other closely related field is required. Master's in related field preferred.
- Knowledge of website management required.
- Minimum five- seven years of previous communications experience is required.

- Excellent written and verbal communication skills.
- Highly dependable, organized, focused, and able to successfully manage multiple projects; attention to detail, creative thinker and highly productive.
- Must have ability to multi-task, meet deadlines and shift priorities as needed.
- Demonstrated ability to manage communications to successful outcomes for one or more organizations in a large library, art or cultural setting is required.
- Thorough knowledge of and background in various types of marketing and communications tools and resources.
- Demonstrated commitment to working within a team environment and ability to foster a welcoming and approachable department including ability to establish and maintain effective working relationships with individuals and groups, both professional and non-professional, co-workers, management personnel, elected officials, the public and others.
- Knowledge of all MS Office suite software is required.
- Solid working knowledge of Adobe Acrobat X Pro, Photoshop CS6, and InDesign CS6 or related technology is required.
- Knowledge of AP style preferred.
- Self-starter who takes direction well but also able to work independently.
- Ability to work in a fast-paced environment and juggle multiple priorities; ability to think quickly, assess a situation and make sound decisions.
- Ability to work a varied schedule inclusive of evenings and weekends.
- Valid Motor Vehicle operation license is required.
- Ability to deal effectively with elected officials, and other public constituencies.

Mental and physical requirements:

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

- Must be able to perform continuous bending, twisting, stooping, reaching, pulling of a cart, and lifting of moderate to heavy weight material up to 50 lbs.
- Must be able to walk, sit and stand for extended periods during the shift.
- Must be able to travel to all facilities within the city, during all weather conditions.
- Vision abilities required by the job include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus.
- Ability to keep his/her composure with the public and co-workers in everyday, potentially stressful situations.