

**Communications Manager (full-time): Hartford Public Library** seeks creative and flexible individual for cohesive, branded communications for Hartford Public Library. Responsibilities include external communications including but not limited to press releases, social media, press inquiries, e-newsletters, and assisting the chief development officer with the annual report and development appeals. This position also assists with internal communications strategy and delivery and with development special events. There are no direct supervisory requirements although managing communications delivery methods requires evidence of successful project management experience.

Minimum requirements:

- Previous experience (3-5 years) in communications and volunteer development required.
- Bachelor's degree required.
- Previous Library experience highly desirable.
- Demonstrated ability to manage communications to successful outcomes for one or more organizations.

Full requirements, job description and application are available online at <http://hplct.org/about/job-openings> or Administrative Office, Hartford Public Library, 500 Main Street, Hartford, CT 06103. A completed signed application must be received in order to be considered for this position. **Position open until filled.**

Hartford Public Library requires a Criminal Background Check and Pre-employment Drug Testing on applicants who are selected as a finalist for the position. Applicants will be provided a copy of any positive drug test results. A criminal record does not necessarily eliminate you from employment with Hartford Public Library. Each conviction will be reviewed with respect to the offense, circumstances, seriousness and the position for which you apply. **E.O.E.**

## **Hartford Public Library Job Description**

**Date:** June, 2014

**Position:** Communications Manager

**Department:** Development

**FLSA:** Exempt

**Reports To:** Chief Development Officer

**Supervises:** Provides direction to Website Consultant

### **SUMMARY OF RESPONSIBILITY:**

The Communications Manager is responsible for cohesive, branded communications for Hartford Public Library. The communications manager is also responsible for strategy, organization and optimal use of volunteers. This position is responsible and accountable for external communications including but not limited to press releases, social media, press inquiries, e-newsletters, as well as assisting the chief development officer with the annual report and

development appeals. This position also assists with internal communications strategy and delivery and with development of special events. There are no direct supervisory requirements although managing communications delivery methods requires evidence of successful project management experience. This position ensures the highest level of service is provided by staff to all customers.

**Essential Functions:**

- Develops and implements an annual strategic communications plan for the Library.
- Reviews all Library external communications ensuring a consistent brand.
- Responsible for ensuring that the library website information is up to date through period audit of all web pages.
- Responsible for the weekly e-newsletter.
- Responsible for all social media activity.
- 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 development officer in the formulation and revision of external and internal communications policies.
- Creates and maintains a dynamic volunteer program aimed at engaging potential funders and brand ambassadors.
- Takes the lead in third party fundraising events.
- Maintains open communication with all staff to gauge any external communications issues.
- Works with development team on strategies to identify and cultivate new and existing donors.
- Positively reflects Hartford Public Library's mission, vision, and values to staff and the public.
- Participates in community activities and maintains contacts with local officials, organizations and library customers in order to interpret the services and objectives of the library.
- Develops and delivers reports and presentations to senior HPL management as needed.
- Keeps informed of current trends, improved programs and processes to better meet the needs of the community.
- Ensures safe conditions for staff, public, and building operation. Takes appropriate action in building emergencies.

**Other Functions:**

- Assists in major library fundraising events.
- Attends professional meetings, maintains active membership in state, regional, and national library associations; participates in activities of professional organizations;
- 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, or other closely related field is required.
- Minimum three to five years of previous communications experience is required; volunteer development experience is preferred.
- Demonstrated ability to manage communications to successful outcomes for one or more organizations in a large library, art or cultural setting is required.
- Previous library experience is desirable.
- Strong communication and public relations skills are required.
- Thorough knowledge of and background in various types of informational materials in a variety of formats including electronic.
- Strong commitment to working within a team environment is required.
- Solid working knowledge of all MS Office suite software is required.
- Solid working knowledge of Adobe Acrobat X Pro, Photoshop CS6, and InDesign CS6 is required.
- Knowledge of various technologies including social media is required.
- Ability to provide welcoming and effective customer service.
- Ability to establish and maintain effective working relationships with individuals and groups, both professional and non-professional, co-workers, management personnel, the public and others.
- Solid written and verbal communication, listening, organization and priority setting skills.
- Ability to provide welcoming and effective customer service.
- Ability to work in a fast-paced environment and juggle multiple priorities.
- Ability to think quickly, assess a situation and make a sound decision.
- Ability to work a varied schedule inclusive of evenings and weekends.
- Ability to create clear and concise reports, and to deliver them orally to a wide variety of audiences.
- Motor Vehicle 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.