

Communications & Marketing Director

Under the direction of the Executive Director of Culture and Communications, the **Communications and Marketing Director** is responsible for developing and executing the Library's communication strategies in order to attain the goals and objectives identified by HPL's Board of Directors: promoting the Library's mission, programs and services including developing content and managing media relations. Plays a lead role in the execution of internal and external communication plans and initiatives.

Responsibilities include:

- Developing and executing HPL's communication strategies
- Providing strategic advice to the senior leadership team that provides an accurate view of the Library's strengths and potential as a communicator locally, regionally, nationally and globally
- Preparing and implementing comprehensive management plans to facilitate achievement by planning cost-effective operations and market development activities
- Ensuring the Library's policies and legal guidelines are communicated all the way from the top down in the institution and that they are followed at all times
- Delegating responsibilities and supervising the work of Library communications and marketing professionals, providing guidance and motivation to drive maximum performance
- Acting as the public speaker and public relations representative of the Library in ways that strengthen its profile
- Analyzing problematic situations and occurrences and provides solutions to ensure the Library's position in the community as a trusted and critical institution
- Identifying press opportunities and develops content to be disseminated via social media, websites, newsletters, press releases and any other distribution channels
- Ensuring messaging aligns with key initiatives
- Executing media strategy across all media, including press, social media, broadcast and print publications to raise the Library's profile and effectively promote library services and programming
- Creating and reviewing website content for internet and intranet
- Managing ongoing social media messaging and communication strategies, curating content and increasing engagement on various social media outlets including but not limited to Facebook and Twitter
- Ensuring the library website information is up to date through periodic audit of all web pages
- Ensuring information is uploaded and removed in a timely manner
- Observing established best practice 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
- Developing, monitoring, managing, editing and proofing process for library publications

- Developing and executing internal and external correspondence for employees and external stakeholders keeping them informed of Hartford Public Library developments
- Writing copy for external articles, and press as required
- Preparing key Library publications including Annual Reports, e-weekly newsletter, and other publications as required
- Writing material for public speaking engagements or article publications as needed by the CEO and Senior Leadership Team
- Maintaining open communication with all staff to gauge any external communications issues
- Attending professional meetings, maintains active membership in state, regional, and national library associations
- Participating in activities of professional organizations

EDUCATION and EXPERIENCE/QUALIFICATIONS:

Required:

- Bachelor's degree required, preferably in communication, marketing, graphic arts or other closely related field.
- Minimum three to five years of previous communications experience.
- Two years of supervisory experience.
- Excellent written and verbal communication skills.
- Strong communication and public relations skills required.
- Must be highly dependable, organized, focused, and able to successfully manage multiple projects with attention to detail. Must have the ability to multi-task, meet deadlines and shift priorities as needed.
- Must have demonstrated ability to manage communications to successful outcomes
- Thorough background in various types of informational materials in a variety of formats including electronic.
- Knowledge of various technologies including social media and MS Office suite software is required.
- 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 deal effectively with elected official, and other public constituencies to deliver reports/communications to a wide variety of audiences.
- Motor Vehicle license is required. Schedule may include evenings and weekends as needed.

Preferred:

- Working knowledge of Adobe Acrobat X Pro, Photoshop CS6, and InDesign CS6 preferred.
- Knowledge of AP style preferred.
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What we offer employees:

Hartford Public Library offers robust benefits you won't find at other nonprofit organizations through a unique partnership with the City of Hartford. This includes:

- MERF Pension Plan with employer contribution
- Health Care, Dental, Pharmacy benefits
- Life Insurance
- Long Term Disability Insurance
- Mental health support through the Employee Assistance Program
- Tuition reimbursement program
- Paid professional development, continuing education and staff engagement opportunities
- Commitment to, and active plan of, diversity, equity, and inclusion work including implementation of the staff-led DEI Road Map.

What we offer the community:

The Hartford Public Library is a national leader in redefining urban public libraries in the 21st century as innovative, stimulating and engaging spaces where people can learn and discover, explore their passions and find a rich array of resources that contribute to a full life.

We are an integral part of the Hartford community and offer programs for all our citizens. With 7 locations and robust outreach services, we are here for Hartford. Our programs include:

- The American Place, which offers a variety of free services to welcome immigrants and refugees including English Language Learning, Citizenship preparation and civic engagement
- Digital Library Lab
- Hartford History Center
- HPL Studios
- YOUmedia teen spaces
- Baby Grand Jazz, a free series of Jazz performances open to everyone
- Summer Learning
- Leap into Learning - Early Literacy
- Adult education classes and support
- Career Certification, GED
- Technology training and digital literacy
- Library of Things
- Robust print, electronic, audio and video collections · And so much more! [Click here](#) to see all the great programs and services we offer.

To Apply: Please email resume and cover letter to hpljobs@hplct.org and reference **Communications and Marketing Director** in the subject line of your email.

Newly hired employees of the Hartford Public Library must present proof of receipt of a COVID-19 vaccination and may not begin employment at the Library until proof of vaccination (two doses of either the Pfizer or Moderna vaccines or one dose of the Johnson & Johnson vaccine). Booster vaccinations may be required in the future. The Library may consider exemptions for prospective employees who cannot become vaccinated due to a qualifying medical condition or a sincerely held religious belief. Candidates who receive a conditional offer of employment and who seek a medical or religious exemption to the Library's vaccination policy will be provided with additional instructions at the time of the conditional offer. Testing requirements and/or additional PPE requirements may apply to unvaccinated employees.

Hiring Range: \$75,899.46 - \$84,828.64 DOE

Hartford Public Library is an Equal Opportunity Employer.