

Communications Manager (full-time): Hartford Public Library seeks creative and flexible individual for cohesive, branded communications for Hartford Public Library. The Communications Manager is responsible for the development and implementation of a strategic communications plan to broaden awareness and strengthen Hartford Public Library's brand both internally and externally. Leads all communications activity for Hartford Public Library, including library communications/media relations, employee communications, sponsorships and events, community activities. Manages and prepares written communications, social media and website. Applies creative direction and contemporary communications practices in all media.

Minimum requirements:

- Previous experience (3-5 years) in communications required.
- Bachelor's degree required.
- Knowledge of website management 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.**

SUMMARY OF RESPONSIBILITY:

The Communications Manager is responsible for the development and implementation of a strategic communications plan to broaden awareness and strengthen Hartford Public Library's brand both internally and externally. Leads all communications activity for Hartford Public Library, including library communications/media relations, employee communications, sponsorships and events, community activities. Manages and prepares written communications, social media and website. Applies creative direction and contemporary communications practices in all media.

Essential Functions:

- Responsible for the development and implementation of an annual strategic communications plan for Hartford Public Library.
- Develop and execute media strategy across all media, including press, social media, broadcast and publications to raise the Library's profile.

- Created and review website content for internet and intranet; manage ongoing social media messaging and communication strategies, curate content and increase engagement on various social media outlets including but not limited to Facebook and Twitter. Responsible for ensuring that the library website information is up to date through periodic audit of all web pages. Assure information is upload and removed in a timely manner.

Reviews all Library external communications ensuring a consistent brand. Oversee creative production and distribution of regular external emails, develop text and graphics templates.

- 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 implements social media strategy and best practices across various platforms and social communities (e.g. Facebook, Twitter, Pinterest, Instagram, YouTube, Tumblr, Google+, etc.) Follows relevant feeds, blogs, pages, etc. to stay up-to-date on the latest trends. Assures daily posts on social channels are posted and frequently monitors daily conversations.
- Responsible for the preparation of all internal and external signage and banners for services, programs and special events as needed.
- 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.
- Prepares key Library publications including Annual Reports, 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 for public speaking engagements or article publications.
- Assists in the formulation and revision of external and internal communications policies.
- Develops and delivers reports and presentations to senior HPL management or Board of Directors as needed.
- Maintains open communication with all staff to gauge any external communications issues.
- Escalates issues and flags potential concerns to appropriate parties. Assures timely responses to posts.
- 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;
- 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.
- Knowledge of website management required.
- Minimum three to five 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.
- 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 on how to present a professional presentation/ proposal to various audiences required.
- Knowledge of AP style preferred.
- 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.
- Self-starter who takes direction well but also able to work independently.
- 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.