



Job Description

Position: Communications
Manager

Department: Development

FLSA Classification: Exempt

Reports To: Chief Development
Officer

Supervises:

Created Date: 12/05/2014

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 may be direct supervisory requirements to direct the work of consultants making changes to our communications channels. This position ensures the highest level of service is provided by staff to all customers.

Essential Functions (these will pull into appraisal form)

Title and Description

Strategic

Develops and implements an annual strategic communications plan for the Library. 35 %

External brand

Reviews all Library external communications ensuring a consistent brand. 15 %

Web

Responsible for ensuring that the Library website information is up to date through periodic audit of all web pages. 20 %

Media

Responsible for all social media activity and press releases. 15 %

News

Responsible for weekly e-newsletter. 15 %

Secondary Functions

Title and Definition	Weight
Comm Pub Rel 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.	0 %
Comm Policy Assists chief development officer in the formulation and revision of external and internal communications policies.	0 %
Comm Staff Maintains open communication with all staff to gauge any external communications issues.	0 %
Comm Strategy Works with development team on communication strategies to identify and cultivate new and existing donors.	0 %
Comm Mission Positively reflects Hartford Public Library's mission, vision, and values to staff and the public	0 %
Comm Community Participates in community activities and maintains contacts with local officials.	0 %
Comm Reports Develops and delivers reports and presentations to senior HPL management as needed.	0 %
Comm Conditions Ensures safe conditions for staff, public and building operation. Takes appropriate action in building emergencies.	0 %
Comm Trends Keeps informed of current trends, improved programs and processes to better meet the needs of the community.	0 %
Comm Major Assists in major library fundraising events.	0 %
Comm Members Attends professional meetings, maintains active membership in state, regional and national library associations; participates in activities of professional organizations. Performs other duties as required.	0 %

Other duties as assigned.

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.

Core Competencies

Title and Definition	Weight
Commitment Takes ownership and responsibility for performing well. Seeks opportunities for further development. Adjusts priorities based on the needs of the organization. Achieves results within established timelines. Arrives at work on time and ready to contribute.	25 %
Community Listens and actively promotes cooperation and trust to meet customer needs. Goes the extra mile for the customer. Displays empathy for the customer. Anticipates customer needs and delivers timely, accurate information/solutions. Identifies with the communities the organization serves. Advocates for the community.	25 %
Future Demonstrates a willingness to challenge the status quo. Seeks continuous improvement opportunities. Remains flexible in responding to changes.	25 %
Relationship Building Listens actively for understanding. Clearly articulates his/her thoughts. Values the end result of working with others. Treats others with dignity and respect. Is trustworthy.	25 %

Other Requirements

Title and Definition	Weight
Communications Ed Bachelors degree in communication, marketing, journalism or other closely related field is required.	0 %
Comm Exp Minimum three to five years of previous communications experience is required.	0 %
Communications Demonstrated ability to manage communications to successful outcomes for one or more organizations in a large library, art or cultural setting is required.	0 %
Exp Previous library experience is strongly preferred.	0 %
PR Skills Strong communication and public relations skills are required.	0 %
Informational Thorough knowledge of and background in various types of	0 %

informational materials in a variety of formats including electronic.

Team

Strong commitment to working in a team environment is required.

0 %

Tech Skills

Solid working knowledge of Adobe Acrobat X Pro, Photoshop CS6, and InDesign CS6 is required.

0 %

Social

Knowledge of various technologies including social media is required.

0 %

Welcoming

Ability to provide welcoming and effective customer service.

0 %

Ability

Ability to design, develop, and proofread written and visual materials.
Ability to provide welcoming and effective customer service. Ability to establish and maintain effective working relationships with individual and groups, both professional and non-professional, co-workers, management personnel, and the public. Ability to work independently.
Ability to work in a fast-paced environment and juggle multiple priorities.
Ability to think quickly, assess a situation, and make a sound decision.

0 %

Reports

Ability to create clear and concise reports, and to deliver them orally to a wide variety of audiences.

0 %

Officials

Ability to deal effectively with elected officials, and other public constituencies.

0 %

License

Valid Drivers License is required.

0 %

Qualifications and Competencies

Education Requirements

Degree / Diploma Obtained

Field of Study

Bachelors

Communication

And / Or

Bachelors

Related Field

Additional Education Requirements:

Physical Demands

Additional Info

Ability to continuously bend, twist, stoop, reach and pull.

Able to walk, sit and stand for extended periods of time.

Able to travel to all facilities within the city, during all weather conditions.

Close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

Ability to keep composure in everyday, potentially stressful situations.

Experience Requirements

Years of Experience

Type of Experience

Minimum three to five years of previous communications experience is required.

Employee Statement of Understanding

I have read and understand the contents of this job description, and agree to abide by Hartford Public Library policies, procedures and practices.

x _____ Date _____