



Communications Manager

Under the direction of the Executive Director of Culture and Communications, the Communications Manager is responsible for promoting the Library's mission, programs and services and plays a lead role in the execution of the Library's Communication Plan. The Manager is responsible for the creation and execution of effective content and information channels that promote the Library, its brand, its people, its mission and its services. Works with the management team to effectively promote library services and programs and identify appropriate strategies to communicate them to the public. This role requires a high level of awareness of departmental units and institutional operations, and strong verbal, written and project management skills. Must have the ability to rise above the detail and see the 'bigger picture'. Responsibilities include:

Internal/External Communications

- Planning, developing and implementing PR strategies and press opportunities; communicating with colleagues and key stakeholders; researching, writing and distributing to targeted media (social media, websites, newsletters, press releases and any other distribution channels); and producing and/or coordinating the production of promotional and informational materials and other forms of communications that align with key initiatives.
- Manages the creative services and social media team.
- Responsible for managing/overseeing any freelance work (graphic, writing, etc.), from the creation of contracts through to the review and production of the final product to insure high standards of quality.

Press & Media

- Creates, monitors and is responsible for managing editing and proofing process for library publications. Edits and reviews website content for internet and intranet. Responsible for ensuring that the library website information is up to date through periodic audit of all web pages.
- Ensures information is uploaded and removed in a timely manner. Adheres to 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.

Secondary Functions

- Assists with the preparation of key Library publications including Annual Reports, Library magazine, weekly newsletter, and other publications as required.
- Assists Executive Director, Culture and Communications with written material for public speaking, award nominations, engagements or article publications needed by management team.
- Assists in the formulation and revision of external and internal communications policies.
- Maintains open communication with all staff to gauge any external communications issues.
- Escalates issues and flags potential concerns bringing them to the attention of the Executive Director, Culture and Communications. Ensures timely responses to posts.

- Assists with emergency communications if needed and acts as spokesperson when the Executive Director, Culture and Communication or CEO is unavailable.
- Positively reflects Hartford Public Library's mission, vision, and values to staff and the public.
- Attends professional meetings, maintains active membership in state, regional, and national library associations; participates in activities of professional organizations.
- 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.

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.

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

Hartford Public Library is an Equal Opportunity Employer.