

Hartford Public Library

Communications Manager P-IV exempt, non bargaining unit

Reporting to the chief development officer, 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. 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.

DUTIES AND RESPONSIBILITIES

ADMINISTRATIVE

- Under the general supervision of the chief development officer, develops an annual strategic communications plan for the Library.
- Reviews all Library external communications and ensures consistent branding.
- Responsible for ensuring that Library website information is up to date through periodic 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.
- Assists in major library fundraising events.
- 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.
- Assists with other fundraising activities as required.

PROFESSIONAL

- Serves on professional and community committees/boards where appropriate.

POSITION QUALIFICATIONS

- 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.

NECESSARY KNOWLEDGE, SKILLS and ABILITIES:

- Strong commitment to working within a team structure.
- Strong commitment to public service.
- Strong communication and public relations skills.
- Thorough knowledge of the principles and practices of modern grant making and writing.
- Strong computer skills with expertise in word-processing, spreadsheet and database programs.
- Valid Connecticut driver's license or ability to obtain upon employment.

OTHER SKILLS, ABILITIES, AND KNOWLEDGE

- Ability to multi-task
- Flexibility
- Excellent organizational skills
- Energetic, motivated, and creative professional with strong service orientation
- Ability to work well as a team leader and team member as well as ability to work independently
- Ability to deal tactfully and courteously with all ages of people in a public service context and with professional colleagues
- Ability to attend meetings and conferences as required by the Library
- Ability to read and comprehend documents, technical journals, library policies and procedures
- Ability to design, develop, and proofread written and visual materials
- Ability to work nights and weekends, if necessary
- Language Skills
 - Ability to express ideas clearly and concisely, both orally and in writing.
 - Ability to effectively present information to other employees of the organization and the public
- Reasoning Ability
 - Ability to apply common sense understanding to carry out written and oral instructions.

PHYSICAL DEMANDS

- Ability to work a varied schedule, including occasional evenings and weekends, to attend meetings and events.
- May need to lift boxes, crates or pieces of equipment weighing up to 50 pounds