

## **Position Vacancy Announcement**

### **Kalamazoo Public Library**

October 19, 2012

## **Marketing and Communications Manager**

Supervisory-Technical – Level 5

FTE 1.0

**Position Summary:** Responsible for planning, writing, producing and managing content for marketing, branding, promotions, public relations, and internal and external communications for the library under the general direction of the Library Director. Duties to include the development and implementation of a communications plan which supports the strategic goals and initiatives of the library and heightens awareness, understanding and engagement with library services and resources.

### **Duties and Responsibilities**

1. Manages the Marketing and Communications Office: develops budget and monitors expenditures; evaluates effectiveness of systems and workflow; supervises and directs the work of staff and interns assigned to department.
2. Identifies services, resources, and programs for marketing and promotional opportunities; develops strategies and carries out a wide range of marketing activities.
3. Designs and conducts surveys, and marketing and public opinion research as part of the evaluation of library services, resources, and programming and measures of strategic plan goals and initiatives.
4. Plans, writes, edits, proofreads and produces print and electronic publications and presentations such as the bimonthly LINK newsletter and semi-monthly KPL eNews; manages internal and external communications; maintains KPL style book.
5. Manages the KPL brand, ensuring consistency in visual brand elements as well as written tone, naming and other branding guidelines.
6. Oversees KPL social media policy and strategy, coordinating with authorized contributors across the organization to ensure its effectiveness; encourages adoption of relevant social media techniques for promotion of library resources and services.
7. Manages, prioritizes and directs departmental workflow to ensure efficient and timely completion of content development, design and production requests from internal departments.
8. Assures design integrity, visual quality, effective communication, and publication style of KPL's website; secures photographs/graphic elements for site; develops features and highlights sections; in collaboration with web coordinator, in development of new sections/sub-sites; serves on the Digital Advisory Team.
9. Directs media relations: creates and maintains effective relationships with media; represents and speaks for library to media; solicits media coverage of the library services and programs; produces and distributes news releases.
10. Plans and organizes library-wide public relations campaigns, special events, and fund development activities as assigned.
11. Leads marketing and communication action plan items and initiatives which support organizational competencies and current strategic plan.
12. Advises departments and administration regarding public relations and communications needs.
13. Identifies and supervises external freelance resource pool, as needed, to meet all scheduled deliverables.

14. Represents the library at public functions and serves as library liaison to community groups as assigned; manages requests for tours and presentations.
15. Participates in departmental meetings, library-wide committees, and performs other duties as assigned.

### **Job Specific Knowledge and Skill**

- Demonstrates proficiency in Adobe Creative Suite and Microsoft Office Suite.
- Possesses thorough understanding of branding principles and tactics through multimedia including the Web.
- Possesses extensive experience in all aspects of developing and maintaining marketing strategies to meet organizational objectives.
- Demonstrates understanding of databases and possesses ability to create queries and reports in databases utilizing Microsoft Access.
- Demonstrates good photography skills with a general knowledge of current techniques, principles and equipment.
- Strong understanding of customer and market dynamics and requirements.
- Demonstrates knowledge in current market research techniques.

### **Minimum Qualifications**

- Bachelor's Degree in communications, marketing or related allied field, or equivalent combination of education and experience.
- A minimum of four (4) years demonstrated experience in internal/external communications and/or marketing.
- Proven experience in marketing research and social marketing.

### **Desirable Qualifications**

- Advanced degree in marketing, communications or related allied field.

### **Salary**

\$51,300 minimum annually; excellent comprehensive benefits package to include health, vision, dental, LTD, life insurance, and pension plan

### **Availability**

December 2012

### **Application procedure**

Interested applicants **must** submit a complete a KPL job application, resume, cover letter and the following:

- Submit a description of your most successful marketing campaign along with examples of your work on that campaign.
- Provide a written response describing how you effectively integrate traditional, maturing, and new media, channels, and tactics into your work.

Application materials should be sent to the attention of Terry New, HR Manager.  
Applications are available in the KPL Administrative office or at [www.kpl.gov/jobs](http://www.kpl.gov/jobs).

**Deadline for applications: Friday, November 2, 2012**