CITY OF BELLINGHAM

JOB DESCRIPTION

JOB TITLE: **Head of Community Relations - Library**

DEPARTMENT: **Library**

E-PLAN SG:E2-8
CS:N
FLSA:N
EEO4CODE:PR

JOB SUMMARY:

The Head of Community Relations is responsible for the development and implementation of strategic marketing and communications activities to both inform and involve the Bellingham community in the work of the Library. Leads all marketing, communications and external relations activity for Bellingham Public Library, including Library communications, media relations, government relations, and community engagement. Participates in strategic planning and development. Serves as member of the Library management team and City of Bellingham communications team.

SUPERVISORY RELATIONSHIP:

Reports to the Library Director. Works with considerable independence under general supervision and the guidance of applicable City and departmental policies, procedures and industry best practices. Serves as a member of the Library management team. Provides technical guidance to library staff. May supervise the work of assigned staff.

ESSENTIAL FUNCTIONS OF THE JOB:

1. Develops and implements short and long-term strategic communications plans for Bellingham Public Library, including all library publicity and messages to customers, general public, outside organizations, the media and staff. Reflects Bellingham Public Library's mission, vision, and values to staff and the public.

2. Develops and oversees execution of media strategy across all media, including press, social media, broadcast and print publications. Serves as the primary media spokesperson for the library with the Library Director. Maintains proactive public relations, including creating or facilitating op-ed pieces and other media outreach about Bellingham Public Library. Directs initiatives designed to increase and enhance public awareness of the library's services, programs, events, and key accomplishments; implements and evaluates outcomes.

3. Leads library website content creation and optimization, working with library management staff and City of Bellingham IT staff to coordinate the design and content of the library's website and staff intranet.

4. Develops and oversees editorial direction, design, production and distribution of all organizational publications. Oversees and assists with preparation of key Library publications including Strategic Plan, annual reports, and other publications as required.

5. Develops, implements, and administers policies and procedures designed to ensure consistent, accurate, and timely communication to various constituencies. Conducts regular reviews of external and internal communications policies; develops and suggests revisions as needed.

6. Coordinates all organizational print and electronic materials and images across Library, such as letterhead, use of logo, brochures, banners, and graphics. Develops and manages process for staff to create or request promotional materials or signage. Observes established best practices guidelines to ensure that all copywriting, proofing and editing is managed correctly and in coordination with various staff, City administration, and consultants.

7. Assists Library Director with written material and interactive presentations for public speaking engagements or article publications. Advises Director, Trustees, and staff on the possible public relations impact of proposed activities; advises staff regarding appropriate voice for internal and external communication or messaging. Develops, recommends, and oversees an annual communications budget. Participates in developing and writing confidential communications, including about labor relations issues and negotiation strategies.

8. Conducts relevant market research, monitors trends, and analyzes impact of communications efforts; identifies and assesses key market segments and audiences; reports to Library Director on impact. Develops and delivers reports and presentations to Library management team and Board of Trustees as needed.

9. Maintains open communication and regularly engages with Library staff to monitor and identify communications issues and opportunities. Provides training on communication skills. Contributes to team effort and models appropriate team behavior, values and commitment to organizational mission.

10. Oversees emergency communications and acts as spokesperson as required.

11. Positively reflects Bellingham Public Library's mission, vision, and values to staff and the public.

ADDITIONAL WORK PERFORMED:

1. Oversees donor relations for the Library, including acknowledgements, sponsorships and fundraising campaigns. Serves as liaison with Whatcom Community Foundation. May write grant applications.

2. May supervise staff as assigned. Provides guidance and direction to vendors and consultants.

3. Oversees special programs and signature events for the Library; manages SkillShare activities.

4. Attends professional meetings, maintains active membership in state, regional, and national library associations; participates in activities of professional organizations; maintains and continues to develop professional and technical skills.

5. Participates in library strategic planning; serves as a member of the library's management team.

6. Performs other related work of a similar nature and level.

PERFORMANCE REQUIREMENTS (Knowledge, Skills, and Abilities):

Knowledge of:

- Diverse marketing and communications tools and resources.
- Thorough knowledge of Microsoft Office suite software.

- Website management skills and software.
- Working knowledge of portable document format software, Photoshop, and InDesign, or related technology.
- Associated Press style guidelines.
- Principles, best practices, and current and emerging trends in communications, marketing, library programming, and community relations.

Skill in:

- Excellent written and verbal communication.
- Creative thinking and problem solving.
- Maintaining focus and attention to detail across multiple projects.

Ability to:

- Establish and maintain effective working relationships with individuals and groups, both professional and nonprofessional, co-workers, management personnel, elected officials, the public and others.
- Willingness and ability to foster, support, and sustain a welcoming team environment.
- Multitask, meet deadlines, and shift priorities as needed.
- Manage communications to successful outcomes.
- Be organized, attentive to details, and able to ensure accuracy of information and communications.
- Work and remain dependable in a fast-paced environment while juggling multiple priorities; ability to think quickly, assess a situation, and make sound decisions.
- Work a varied schedule inclusive of evenings and weekends.
- Maintain consistent and punctual attendance.
- Ability and willingness to demonstrate the Public Service Competencies of Service Orientation, Results Orientation and Teamwork and Cooperation.
- Physical ability to perform the essential functions of the job, including:
  - Frequently operate a computer and other office machinery such as a keyboard, mouse, phone, and fax machine;
  - Frequently remain stationary for long periods of time;
  - Frequently communicate accurate information and ideas with others.

WORKING ENVIRONMENT:

Work is performed primarily in an office setting with the majority of time at a computer workstation. Requires attendance and participation in evening and weekend meetings and occasional travel to professional seminars and meetings. This is a sedentary position with minimal physical exertion requirements.

EXPERIENCE AND TRAINING:

- Bachelor's Degree in communication, marketing, graphic arts or other closely related field.
- Four years experience in communications, public relations, marketing, or community relations.
- Master's Degree in related field preferred.
- An equivalent combination of education and experience sufficient to provide the applicant with the knowledge, skill and ability to successfully perform the essential functions of the job will be considered.

NECESSARY SPECIAL REQUIREMENTS:

- Employment contingent upon passing a criminal convictions check and child and vulnerable adult abuse records check.
- The ability to work evenings and weekends as required or to attend library events and activities.
- Valid Washington State driver's license and good driving record. Candidates must submit a three-year driving abstract prior to hire.

PREPARED BY: P. Kiesner
4/14

REVIEWED BY:_____
Rebecca Judd, Library Director

REVISED BY: R. Judd
R. Delker
6/2021