



Campbell County Public Library
Employment Opportunity Posting
Posted August 4, 2022

JOB OPPORTUNITY

- JOB TITLE:** Communications Manager
- WORKSTATION:** Cold Spring
- DUTIES:** Job description attached.
- QUALIFICATIONS:** Please see job description for other requirements.
- COMPENSATION:** \$27.50 per hour
- CLOSING DATE:** Applications will be accepted until the position is filled.
- TO APPLY:** Apply online: <http://www.cc-pl.org/about-the-library/job-openings>

ABOUT THE LIBRARY

The Campbell County (KY) Public Library is a four-branch public library system serving a population of approximately 93,000 residents. We are a dynamic library system offering thousands of programs and events each year. The library supports a wide range of services that are “beyond the book” such as public computers, public wi-fi, outreach services to homebound, outreach services to schools and daycares, free online databases and a very robust collection of free e-materials. There are over 35,000 cardholders. About 350,000 people visit the library each year.

The Communications Department consists of four staff members, with three part-time. The Department produces a monthly newsletter, manages the library’s social media presence, maintains the library’s website, oversees the library’s smartphone app (through a third party vendor), creates online blogs, and supplies local media with press releases. We are fortunate to have a talented and dedicated staff of communications professionals working with us.

Library staff are supported with many opportunities for professional development and involvement. Staff attend regional and national conferences, enjoy many workshops and continuing education sessions provided by regional professional organizations, and strive internally to grow and sustain a technologically forward-looking work environment. Benefits for staff include health and dental insurance, retirement, 401-K opportunities, life insurance, and access to a free Employee Assistance Program provided by St. Elizabeth Hospital.



Communications Manager

REPORTS TO:	Library Director
JOB CLASSIFICATION:	8
STATUS:	Exempt
REVISED:	3 Aug 2022
REVIEWED:	3 Aug 2022

BASIC FUNCTION:

Under the general direction of the Library Director, the Communications Manager is responsible for making sure that all of the department's communication elements provide a consistent message that serves the library's overall strategy. The Communications Manager plans promotional campaigns for the library, assists with setting policy, and advises the library administration and staff on improving/maintaining a positive image for the library in the community. Duties require supervisory skills, independent judgment, and independent action.

The library expects all employees to observe and develop our core values of: Motivation, Positive Attitude, Respect for Others, Strong Commitment to Customer Service, Sense of Humor, Integrity, Honesty, Tolerance and Flexibility.

RESPONSIBILITIES:

- Establish, implement, and evaluate procedures for Communications Department in coordination with the Library Director.
- Train, evaluate, schedule and hire (with approval of Library Director) personnel for the department.
- Monitor and manage the library's website; providing renovations and upgrades to the site according to the library's long-range plan.
- Supervise department staff to make sure marketing projects stay on schedule.
- Review marketing materials such as the monthly newsletter, brochures, flyers and bookmarks.
- Develop, maintain and schedule content on current, new and emerging social media platforms to drive greater relevance and engagement among the library's audiences.
- Monitor and coordinate support/updates for the library's app and its functions across all device platforms.
- Create and annually update the crisis communication plan.
- Work with other staff in supporting recognized public relations campaigns.
- Create, administer, and oversee the Public Relations budget for the library making allowances for expenditures throughout the fiscal year.
- Provide a monthly report of the activities of the department to the Library Director.
- Participate as a member of the Management Team in planning and policy making.
- Maintain an appropriate manual of department operations.
- Lead and serve on committees as assigned.
- Perform other duties as assigned.

EXPERIENCE AND EDUCATIONAL REQUIREMENTS:

- Bachelor’s degree in journalism, marketing, communications, public relations or related fields combined with experience in digital communications.
- Experience with content management systems, WordPress preferred.
- Must have knowledge of and demonstrate proficiency using computers, Microsoft Office products, and desktop-publishing programs such as InDesign, Microsoft Publisher and Photoshop.
- Minimum of 2 years professional experience.
- Valid driver’s license and satisfactory driving history. Personal transportation that can be used for business travel is required.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Individuals may need to sit or stand for extended periods. Manual dexterity to manipulate library materials required. Ability to communicate orally and in writing effectively. Work extensive hours at the computer screen. Reaching above shoulder heights, below the waist or lifting as required to file documents or store materials throughout the work day. Ability to do repetitive tasks with speed and accuracy. Employee may need to carry, push, pull, or lift up to 30 pounds. Proper lifting techniques required. Push and pull fully loaded (50-100 pounds) book trucks. Ability to work under pressure, coordinating multiple responsibilities simultaneously, and meet firm deadlines.

The job description is not a contract between the Library and the employee. The Campbell County Public Library is an at will employer. The job description duties may be changed at the discretion of the Library and/or the Library may request the employee to perform duties that are not listed on the job description.

ACCEPTED BY:

Employee: _____ Date: _____

Supervisor: _____ Date: _____