

# ELYRIA PUBLIC LIBRARY

Inclusion, kindness, and respect infuse every chapter of our story!

## JOB TITLE: DIRECTOR OF MARKETING & COMMUNICATIONS

<b>Department:</b>	Admin	<b>FLSA Status:</b>	Salary Exempt
<b>Location:</b>	Taylor	<b>Position Type:</b>	Full-Time
<b>Starting Salary:</b>	\$60,000 annually	<b>Hours/Week:</b>	37.5
<b>Supervisor:</b>	Director	<b>Positions Supervised:</b>	PR Specialist, Digital Content Specialist

### EPL LEADERSHIP MODEL

**Model** Our Culture and Values - **Coach** for Growth and Development - **Care** Deeply for Your Team

*At our core, we believe in leadership that inspires passion, resonates with purpose, and empowers every team member to thrive.*

## JOB SUMMARY:

The Director of Marketing & Communications is a creative and strategic leader who brings the Library's mission to life through storytelling, community engagement, and brand-building. This role drives how the Library is seen and experienced by the public, ensuring every program, initiative, and service resonates with our diverse community. The Director oversees marketing, communications, and public relations, leading a talented team to deliver compelling campaigns, foster partnerships, and create meaningful connections between the Library and the people it serves.

## ESSENTIAL DUTIES:

### Leadership:

1. Represent the Library at public events and meetings, promoting a positive image and engaging with the community.
2. Demonstrate and communicate library policies to align the team with organizational values and standards.
3. Collaborate with library administration on strategic initiatives and administrative projects.
4. Maintain a comprehensive understanding of the services and roles within the Marketing Department, ready to provide support or assume responsibilities when needed.

### Management:

5. Supervise and support direct reports, including scheduling, training, evaluating performance, and fostering a collaborative work environment.
6. Schedule, plan, and lead regular meetings with department staff to gain insight and set expectations.
7. Oversee vendors and external service providers, establish expectations, and ensure accountability.

### Community Engagement:

8. Develop, implement, and maintain a comprehensive marketing & communication strategy to meet the unique needs of a diverse community of library patrons.
9. Develop strategies to enhance and protect the organization's brand and ensure consistent branding across all marketing materials and channels.
10. Lead public relations efforts to showcase library services, programs, and mission, ensuring broad community awareness.
11. Conduct market research to identify trends, patron preferences, and competitive landscapes.
12. Identify and establish strategic partnerships with community-based organizations, media-outlets, non-profits, community centers, and leaders to advance the library's community engagement goals.
13. Manage and curate content across library social media platforms, community event websites, and the library's website, ensuring comprehensive information and engagement.
14. Oversee the optimization of the library's website and social media platforms, to enhance visibility, user experience, and engagement with diverse audiences.
15. Oversee the creation and publishing of newsletters, annual reports, literature, and other regular publications to keep the community and staff informed about library services and activities.
16. Plan and coordinate promotional events, product launches, and other marketing-related activities.

### Internal Communication:

17. Lead special projects, collaborating with cross-functional teams to ensure successful outcomes.
18. Develop and implement internal communication strategies that keep library staff informed about community engagement efforts, successes, and opportunities for involvement.
19. Coordinate internal events and other initiatives to promote employee engagement and strengthen the library culture.
20. Stay current on industry trends in marketing and emerging communication technologies through ongoing professional development, refining and enhancing marketing & communication strategies.
21. Other duties as assigned.

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**POSITION QUALIFICATIONS:**

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<b>Education:</b>	Bachelors in relevant field
<b>Years of Relevant Experience:</b>	Three (3) or more years preferred
<b>Years of Supervisory Experience:</b>	Three (3) or more years preferred
A valid driver's license, automobile insurance, and reliable personal transportation is required.	

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**JOB REQUIREMENTS:**

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1. Knowledge of non-profit and public organization marketing techniques.
2. Experience supervising and leading teams, with knowledge of effective supervisory methods and techniques.
3. Skill in customer service with the ability to communicate with a diverse audience.
4. Demonstrated skill in precise and effective writing and editing.
5. Solid understanding of marketing, branding, and communication concepts.
6. Excellent active listening, problem-solving, and critical thinking skills.
7. Experience managing budgets and resources.
8. Proficiency with software and tools including Canva, Adobe Creative Suite, Microsoft Office (Word, Excel, PowerPoint), and basic website/content management systems.
9. Ability to operate both general and role specific equipment and technology used by the Elyria Public Library, with or without accommodation.

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**WORK CONDITIONS:**

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1. The work environment entails common safety precautions consistent with office settings, including safe use of equipment, awareness of surroundings, and adherence to fire regulations.
2. The noise level in the work environment is usually quiet.
3. This position is performed in an office setting although off-site meetings in various settings occur.
4. Lifting objects [less than 50 pounds] and carrying them short distances [50 feet or less] is required.
5. May require working irregular hours, including evenings and weekends.
6. Some local travel by personal automobile is required. Occasional overnight travel may be required.
7. Consistent presence on the library floor and on feet while monitoring, assessing, and assisting patrons/staff in the use of the library and its equipment.

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**LEADERSHIP COMPETENCIES:**

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|-----------------------------------|----------------------------|
| • Model-Coach-Care                | • Organizational Awareness |
| • Social & Emotional Intelligence | • Effective Communication  |
| • Adaptability                    | • Positive Outlook         |
| • Problem Solving                 | • Leadership               |
| • Collaboration                   | • Customer Service         |

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**PERFORMANCE METRICS:**

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|-------------------------|-----------------------------|
| • Mentoring & Coaching  | • Innovation & Creativity   |
| • Employee Engagement   | • Project Management        |
| • Community Engagement  | • Continuous Education      |
| • Customer Satisfaction | • Administrative Efficiency |
| • Patron Awareness      | • Compliance                |

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The purpose of this position description is to offer a comprehensive overview of the primary duties and responsibilities typically undertaken by individuals in this role. Employees may be asked to perform job-related tasks beyond those explicitly outlined in this document. Reasonable accommodations will be made for persons with disabilities covered by the American with Disability Act (ADA) in accordance with its requirements.

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