

Stratford Library
2203 Main Street
Stratford, CT 06615

JOB TITLE: Head of Marketing & Communications

GRADE LEVEL: Non-Bargaining Unit

SALARY RANGE: \$55,000-\$65,000/year

GENERAL DESCRIPTION: A full time position that coordinates marketing and public relations activities. Grow and implement the Library's marketing plan, utilizing graphic design, marketing, community outreach, programming and social media.

SUPERVISION RECEIVED: Under the direct supervision of the Executive Director

EXAMPLES OF DUTIES INCLUDING, BUT NOT LIMITED TO:

- Promotes and publicizes Stratford Library Association events and services. Composes press releases for media outlets and arranges and schedules library-related feature articles, interviews, and photo opportunities. Creates graphics for print and media. Serves as official liaison between press representatives and library.
- Works as part of the social media team to create attention grabbing social media posts.
- Helps develop and conduct programs for adults, including program set up.
- Schedules and manages use and rental of library program spaces by non-library groups including communicating room use policies, obtaining signed room use agreements, collecting payments and overseeing room setup arrangements.
- Selects, schedules, and promotes monthly art exhibits.
- Represents the library to community groups, organizations and others to increase awareness of the institution as a resource. Actively seeks opportunities for collaboration to raise public awareness of the Library and to enhance program offerings.
- This position is on the Administration team, and works as Supervisor on Duty as assigned, including some evenings and weekends.
- Provides monthly reports including statistics to Administration
- Other duties as may be assigned

KNOWLEDGE, SKILLS, ABILITIES:

- Ability to work independently, prioritize projects, meet deadlines and produce quality results with accuracy and an attention to detail.
- Self-motivation, initiative, flexibility and independent judgment
- Effective written and oral communicator
- Experience creating marketing materials and performing community outreach
- Working proficiency with Microsoft Office Products, especially Excel and with creative design tools, including but not limited to Adobe products and Canva.

- Understanding of public libraries and their role in the community
- Strong networking skills and the ability to collaborate and interact courteously and professionally with all Stratford Library stakeholders

EDUCATION/EXPERIENCE:

- Bachelor's Degree or combination of education and related experience
- Marketing and Communications experience required
- Bilingual candidates welcome

PROBATIONARY PERIOD: Six (6) months

PHYSICAL DEMANDS/EQUIPMENT UTILIZED:

- Ability to work a flexible schedule, including evenings and weekends, as program schedules dictate.
- Ability to operate office equipment including PC, Fax, telephones and copy machines.
- Demonstrated ability to use and learn online resources and tools.

The Stratford Library is committed to the full inclusion of all qualified individuals. As part of this commitment, the Stratford Library will ensure that persons with disabilities are provided reasonable accommodations. Commitment to an equitable and inclusive approach to public service and a demonstrated ability to connect with and relate to people from all walks of life is essential to our success as an organization. To review the Stratford Library's adopted anti-racism statement visit <http://stratfordlibrary.org/anti-racism-reading-list-resources/>

WORK ENVIRONMENT:

Standard library work environment; noise level is usually low to moderate.