Communications Manager

Pay Grade: 3

Unit: This position is represented by the United Steelworkers union.

Status: Part-time, non- exempt

Work Hours: 25 hours per week

Compensation: $20.90, commensurate with experience

Number of Vacancies: 1

Hiring Supervisor: Sara Mariacher, Interim Executive Director

Job Summary

The Communications Manager is a non- exempt position that reports to the Executive Director and is responsible for executing the Community Library Association's (CLA) marketing and communications strategy. With wide latitude for independent judgment and decision making, the person in this position is an innovative and strategic thinker who is responsible for ensuring the public is informed about the CLA's role and value within the community.

Job Duties

- In collaboration with the Executive Director, develop and implement the organization's marketing and communications plan, ensuring alignment with strategic and mission-critical initiatives to promote awareness and understanding of the CLA's mission, programming and community outreach efforts.
- Maintain and contribute to the content management of the website. Create, edit and post content including news and feature stories, blog posts, e-blasts, surveys and other relevant information about the CLA's mission and the impact of our programming and value to the community.
- Develop, build and maintain meaningful connections by engaging patrons, potential grantees, business groups, elected officials and other key stakeholders and the community-at-large
- Build and execute human centered social media strategy in support of the communications plan through competitive research, platform determination, benchmarking, messaging, and audience identification

- Collaborates with Management Team to promote the CLA's public programming, print and digital resources, job postings, etc.; including the development and oversight of digital and print promotional materials related to specific programs and their distribution.
- Collaborates with the Development Manager to promote special events, fundraising campaigns, and other projects as assigned.
- Ensures clarity, accuracy and consistency of all internal and external communications
- Provide photography/videography of library programs for use in marketing and organize database of photos/videos
- Manages all crisis communications for the CLA by fielding media inquiries and preparing library staff and board members as necessary
- Maximizes the SEO result of the CLA's website and reports periodically on the quantitative/qualitative results of website traffic,
- Serves as primary writer/editor while managing the creation of the Annual Report, the monthly print, electronic newsletters and other communications initiatives as required
- Attends all required workshops, meetings, and trainings as assigned.
- Performs other special projects and other duties as assigned or required during and of regular business hours.

Required Education & Experience

- Bachelor's degree or equivalent experience required.
- Two or more years of professional marketing experience in a nonprofit setting
- Experience working collaboratively with a board of directors or as a member of a nonprofit board
- A proven track record of marketing success
- Experience with newsletter software, Constant Contact preferred

Required Skills, Knowledge, & Abilities

- Experience building and managing websites using Wordpress
- Experience with Microsoft Office Suite
- Experience with SEO/SEM strategies and social media monitoring tools
- Expert human centered social media skills on a variety of platforms, including Facebook and Instagram
- Ability to create innovative and engaging flyers, graphics, and videos
- Exceptional verbal, written, visual communication, problem-solving, presentation and interpersonal skills.
- Demonstrated ability to meet multiple deadlines and manage multiple priorities by maintaining a high level of organization, with a focus on achieving clear short- and long-term goals in line with the marketing plan.

- Thorough understanding of and demonstrated commitment to the mission and values of the CLA and the experience and natural ability to be an articulate spokesperson, relationship builder and champion for the CLA's mission.

Required Behavioral Competencies

- Strong attention to detail
- Self-motivated and proactive
- Collaborative, team player
- Enthusiastic and engaging
- Time management
- Creative and strategic thinker

Physical Requirements & Work Environment

- Frequently sitting or periodically standing for long periods of time
- Using hands and fingers to manipulate, handle, or touch
- Work environment noise level is typical of a moderately noisy standard business office with equipment running, outdoors in normal suburban setting

Tools & Equipment Commonly Used to Perform This Job

- Computer
- Printer
- Copier
- Phone

Additional Comments or Working Conditions Not Listed Above

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

The responsibilities outlined above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Submittal of current PA Criminal Background Check, PA Child Abuse and FBI Fingerprinting clearances required at time of hire.

To apply, please submit resume and cover letter to Sara Mariacher, Interim Executive Director (mariachers2@coopersiegelcommunitylibrary.org). Position open until filled.