



Marketing & Communications Manager

Department: **Marketing**

Class Code: **879**

Revised Date: **June 2021**

FLSA Status: **Exempt**

OVERVIEW

The Marketing and Communications Manager will partner with assigned internal and external clients to effectively communicate and market library services and programs to the community. The Marketing and Communications Manager will be involved at the earliest stage of all new initiatives, programs, and services for assigned clients and will help shape and define the goals of the offerings to drive the best outcomes. The Marketing and Communications Manager will make creative ideas come to life and demonstrate the importance and effectiveness of marketing the library's programs, services, and spaces.

PRIMARY DUTIES AND RESPONSIBILITIES:

*The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

- Develop and execute marketing plans and strategies to raise awareness of library programs and services for their assigned clients.
- Develop strong relationship with programming and project workgroups to create marketing plans with compelling value propositions and drive better outcomes.
- Leverage existing, or establish new, marketing channels using segmented audience data, to further the library's marketing effectiveness.
- Manage and ensure up-to-date website information for assigned internal clients and services.
- Promote events and solve challenges using appropriate marketing and communication tactics.
- Build relationships with internal clients and collaborate on positive outcomes for programs, events, and services.
- Collect and analyze data to learn more about our customer behavior and adjust marketing tactics accordingly.
- Identify industry trends, beyond libraries, to make Spokane Public Library a cutting-edge library system.
- Act as the chief media strategist for internal clients and build relationships with editors, reporters, producers, and other communications influencers to increase media coverage and library storytelling.
- Track, coordinate and assemble data to measure outcomes of marketing programs.
- Develop creative and innovative approaches to reach target audiences.
- Other duties as assigned.

MINIMUM QUALIFICATIONS:

Education and Experience:

Bachelor's Degree in Communications, Marketing, or related field, communications and marketing experience; OR an equivalent combination of education and experience.

Preferred Skills and Knowledge:

- Ability to build rapport and collaborate with others internally and partners externally.
- Ability to build end-to-end content including top-notch writing, editing, and graphic design and basic video editing skills
- Excellent communication and presentation skills
- Attention to detail
- Proficiency in Adobe Creative Suite, Canva, Microsoft Office suite, including Teams
- Sensitivity and capacity for using inclusive language and marketing

Physical Demands / Work Environment:

- Work is performed in a standard office/technology environment and is subject to sitting, standing, walking, bending, reaching, and lifting of objects up to 20 pounds.
- Hybrid remote work with some in-person support may be available depending on circumstances.

Universal acceptance for everyone, everywhere is part of the fabric of the Library. We promote diversity of thought, culture and background. Spokane Public Library is proud to be an Equal Opportunity Employer. We do not discriminate on the basis of race, color, ancestry, national origin, religion or religious creed, mental or physical disability, medical condition, genetic information, sex (including pregnancy, childbirth, and related medical conditions), sexual orientation, gender identity, gender expression, age, marital status, military or veteran status, citizenship, or other characteristics protected by state or federal law or local ordinance.