

Westfield Washington Public Library

TITLE: Community Engagement & Marketing Manager

Reports to: Assistant Director of Operations

Status: Manager I – Professional – Non-Exempt

Pay Grade: 7

General Summary: Manages and oversees, under the direction of the Library Administration, all operation of Westfield Washington Public Library's Community Engagement including all marketing and communication.

Principal Duties and Responsibilities:

Community Outreach & Partnerships

1. Along with the library administration, be a liaison to community groups, schools, civic organizations and businesses.
2. Identify and foster strategic partnerships that support library goals and services.
3. Collaborate with the *Westfield Library Foundation* to promote fundraising events and donor outreach.
4. Represent the library at community events, city meetings, and public forums, either directly or through the coordination and deployment of appropriate staff.
5. Along with Library Administration, promote awareness of library services, achievements, and needs to the broader community, especially those that do not currently use the library.
6. Monitor public perception and recommend strategies to improve engagement and support.
7. Track and report community impact metrics to internal and external stakeholders.

Marketing & Communication

1. Develop and execute a holistic communication strategy for library services, collections, and programming annually.
2. Manage the library's online presence using the library's website, social media platforms, and other third-party sites.
3. Oversee the library's external communications strategy, including newsletters, press releases, and promotional materials.
4. Manage the design and distribution of digital, print, and tangible marketing collateral for events, services, collections and campaigns.
5. Ensure consistent, effective messaging aligns with the library's brand and mission.

Programming & Engagement

1. Collaborate with staff to promote library programming that responds to community needs and interest.
2. Oversee accuracy of online program registration system.
3. Lead special initiatives and community-wide projects that position the library as a civic and cultural hub.

4. Coordinate with outside groups planning large events at the library by overseeing every aspect of planning.

Secondary Duties and Responsibilities

1. Attend monthly manager meeting, quarterly staff meeting, and other meetings as necessary.
2. Performs other related duties as assigned.

Minimum Requirements

1. Bachelor's degree in communications, public relations, marketing, community development or a related field.
2. 3-5 years of experience in community engagement, marketing, or outreach, preferably in a nonprofit or public-sector setting.
3. Experience working with diverse populations and community partners.

Skills Required

1. Knowledge of the principles of good customer service and effective public relations as they relate to the library.
2. Interpersonal and communication skills necessary to interact and deal tactfully with the public and other library employees.
3. Ability to build and maintain collaborative relationships.
4. Knowledge of marketing tools, including social media platforms, graphic design software (e.g. Canva, Adobe Creative Suite), and content management systems.
5. Keep up to date and proficient with the technology as it relates to your position.
6. Familiarity with public libraries and their role in communities is highly desirable.
7. Skills necessary to produce both written and oral reports as necessary.

Physical Demands

1. Ability to accurately read numbers and letters both in print and on screen.
2. Ability to speak and hear the spoken word.
3. Hand/eye coordination to operate computers and office equipment.
4. Ability to bend and reach to retrieve and/or shelve materials.
5. Ability to lift and /or move up to 20 lbs. and to manipulate loaded book carts and bins.
6. Ability to work a varied schedule including day, evening and weekend hours.

Working Conditions

1. Normal office environment with little, if any, discomfort due to heat, dust, noise and the like.
2. Occasional travel to various Library and community locations.
3. A valid Driver's license is required.