

Racine Public Library

~~Head of Business Development Position Description~~

Head of Community Engagement Position Description

Full-time; 40 hours per week

Grade J

Position Purpose:

The Racine Public Library has been the community's educational and informational institution since 1897. All employees are expected and encouraged to create a positive and friendly environment for library users, the community, and co-workers. It is expected that all employees be flexible, responsive to change, and take a leadership role when necessary. Essential duties may change in response to evolving community needs.

Under the supervision of the Executive Director, this position is a full-time, exempt position, with the specific schedule being mutually agreed upon with the employee and supervisor. ~~The Head of Business Development is responsible for the development and implementation of strategic marketing and communications plans and activities to broaden awareness and strengthen Racine Public Library's brand.~~ **The Head of Community Engagement is responsible for the oversight, development and implementation of efforts to strengthen the library's relationships and integration with the surrounding community.** ~~Leads all marketing, communications and external relations activity for Racine Public Library, including library communications, media relations, employee communications, sponsorships and events, government relations and community engagement.~~ **This position does so by leading the library's community engagement efforts, including public relations, communications, marketing, and Library GO! Initiatives (including Home Delivery Service, Outreach Libraries and the Bookmobile).** ~~Participates in system-wide planning and development, is a member of the senior management team, and works under the umbrella of the Library's 20 Great Leaps strategic plan.~~ **Contributes to the library's strategic planning and development as a member of the leadership team.** ~~Responsible for the supervision of the Marketing/Programming assistant and Community Engagement Librarian.~~ **Responsible for management, hiring, retention and evaluation of any community engagement personnel, including the Marketing Assistant, Home Delivery Service Coordinator, Outreach Libraries Coordinator and Bookmobile Supervisor.**

Responsible for directing and evaluating the work of all community engagement contributors, including direct reports, vendors, consultants and committee members.

Essential Functions:

- Responsible for development of short and long term strategic communications plans for Racine Public Library and oversee implementation.
- Develop, implement and monitor systems and procedures necessary to ensure smooth operations of the marketing, communications and public relations.
- Develops and oversees execution of media strategy across all media, including press, social media, broadcast and print publications.
- Leads efforts to ensure the website is optimized and oversee content creation and management.
- Responsible for editorial direction, design, production and distribution of all organizational publications.
- Coordinates all organizational print and electronic materials and images such as letterhead, use of logo, brochures, banners, graphics, etc.
- Observe established best practices guidelines to ensure that all copywriting, proofing and editing is managed correctly and in coordination with all staff.
- Develops and reviews internal and external correspondence for employees and external stakeholders keeping them informed of Racine Public Library developments and write copy for external articles and press as required.
- Oversees and assists with preparation of key Library publications including Annual Reports, magazine, e-weekly newsletter, and other publications as required.
- Responsible for proactive public relations including op-ed pieces and other media outreach to amplify the spread of information about Racine Public Library to the public.
- Assists the Executive Director with written material and interactive presentations for public speaking engagements or article publications.
- Regularly reviews external and internal communications policies and develops or suggests revisions as needed.
- Regularly conducts relevant market research, monitors trends, analyzes impact of marketing and communications efforts; identifies and assesses key market segments, audiences and marketing channel effectiveness; reports to Executive Director quarterly on impact. Develops and delivers reports and presentations to senior RPL management or Board of Directors as needed.
- Pursues strategic opportunities that cultivate strategic relationships with funding, business and other philanthropic entities
- Ensures effective management, mentoring and supervision of departmental staff, vendors and consultants. Builds the teams' cross-functional skills to ensure effective coverage and succession if and when needed.

- ~~● Maintains open communication and regularly engages with all staff to monitor and identify communications issues and opportunities. Contributes to team effort and models appropriate team behavior, values and commitment to organizational mission.~~
- ~~● Escalates issues and flags potential concerns to appropriate parties.~~
- ~~● Responsible for emergency communications and to act as spokesperson as required.~~
- ~~● Positively reflects Racine Public Library's mission, vision, and values to staff and the public.~~
- Oversee effective implementation of library's community engagement efforts through collaboration with contributors, including the Bookmobile service, Home Delivery Service, Outreach Libraries, cyclical program communications, and communicating library news and announcements.
- Evaluate community engagement systems and processes with contributors to ensure ongoing adaptation of services to the community's emerging needs.
- Oversee development and implementation of community engagement policies, procedures, systems and guidelines in collaboration with community engagement contributors.
- Use the library's strategic plan as a basis for orienting the community engagement department towards achieving key objectives. Evaluate progress and adjusts team's direction as needed.
- Develop and oversee implementation of library's brand and style guidelines and short- and long- term strategic communications plans. Work with contributors to achieve goals and maintain guidelines across the library's public communications.
- Guide strategy and editorial direction of library's public communications, including (but not limited to) its website, e-newsletter, social media accounts, in-building signage, print materials, and media appearances.
- Mentors, evaluates and coordinates with community engagement contributors to fulfill their job responsibilities and achieve departmental objectives. Collaborates with contributors and stakeholders to guide the department's services and processes, including regular optimization and improvements.
- Collaborates on planning, participating in and facilitating leadership team meetings and staff development opportunities.
- Contributes to development and revision of library policy, systems and documentation through a lens of community engagement.
- Acts as the building-wide point person on periodic Saturdays on a rotation with other leadership team members. This includes coordinating with teammates to ensure safe and effective operation of the library during business hours and closure of the library at end of business.
- Is an active member of the library's programming committee. Informs programming committee's policies and direction through a lens of the community engagement team's goals and strategies.

- Shares responsibility with the leadership team for responding to patron incidents, including engaging patrons as the occasional acting supervisor and coordinating with the library's safety committee and law enforcement personnel when appropriate.
- Prepares monthly report of the community engagement department's work for the Board of Directors.
- Reports at leadership team, programming team, all-staff meetings, and any other relevant committees or bodies on significant developments and updates to the community engagement department's work.
- Responsible for emergency communications and to act as a library spokesperson as required.
- Manages annual marketing budget, including purchasing of materials required for marketing and promotional functions, as well as routing receipts and invoices to the business office.
- In conjunction with the library director, support community engagement efforts of the Racine Public Library Foundation
- Perform related duties as required.

Other Functions:

- ~~Attends professional meetings, maintains active membership in state, regional, and national library associations; participates in activities of professional organizations; maintains and continues to develop professional and technical skills.~~
- ~~Performs related duties as required.~~

Qualifications and Competencies:

Required

- ~~Bachelor's Degree in communication, marketing, graphic arts or other closely related field is required. Master's in related field preferred.~~
- ~~Knowledge of website management required.~~
- ~~Minimum three five years of previous communications experience is required.~~
- ~~Excellent written and verbal communication skills.~~
- ~~Highly dependable, organized, focused, and able to successfully manage multiple projects; attention to detail, creative thinker and highly productive.~~
- ~~Must have the ability to multitask, meet deadlines and shift priorities as needed.~~
- ~~Demonstrated ability to manage communications to successful outcomes for one or more organizations in a large library, art or cultural setting is required.~~

- ~~Thorough knowledge of and background in various types of marketing and communications tools and resources.~~
- ~~Demonstrated commitment to working within a team environment and ability to foster a welcoming and approachable department including ability to establish and maintain effective working relationships with individuals and groups, both professional and nonprofessional, co-workers, management personnel, elected officials, the public and others.~~
- ~~Knowledge of all MS Office suite software is required.~~
- ~~Solid working knowledge of Adobe Acrobat X Pro, Photoshop CS6, and InDesign CS6 or related technology is required.~~
- ~~Knowledge of AP style preferred.~~
- ~~Self-starter who takes direction well but also able to work independently.~~
- ~~Ability to work in a fast-paced environment and juggle multiple priorities; ability to think quickly, assess a situation and make sound decisions.~~
- ~~Ability to work a varied schedule inclusive of evenings and weekends.~~
- ~~Valid Motor Vehicle operation license is required.~~
- ~~Ability to deal effectively with elected officials, and other public constituencies.~~
- Bachelor's Degree in communications, marketing, business, nonprofit management or other closely related field is required. Master's in related field preferred.
- Demonstrated ability to manage communications and engagement work to successful outcomes for one or more organizations in a large library, nonprofit, art or cultural setting.
- Minimum five years of previous communications and/or community engagement experience.
- Proficiency with project management skills, including the ability to organize and oversee multiple intersecting priorities and projects; establish, communicate and adjust complex timelines; and manage individuals' contributions towards project plans through attentive communication and detailed feedback.
- Self-starter with ability to independently assess and manage multiple priorities. Effectively communicate and negotiate priorities with multiple stakeholders.
- Ability to foster a healthy, collaborative and engaged team of contributors and stakeholders, including direct reports.
- Proficiency with graphic design, layout and editing software, including Canva, Photoshop and Adobe Acrobat.
- Ability to work a varied schedule inclusive of evenings and weekends.
- Excellent written and verbal communication skills.
- Proficiency with WordPress DiviBuilder or other website CRMs.

Preferred

- Proficiency with Google Workspace, including Google Drive, Docs, Sheets, Forms, Calendar, Gmail, Chat and Meet.
- Valid Motor Vehicle operation license
- Familiarity with AP Style.

Physical Demands:

Walking, standing, sitting, bending, keyboarding, talking, listening, reading

Environmental/Working Conditions:

~~Normal working conditions of a public library. This position primarily entails working at a desk / in an office environment. This position requires intensive interaction with the public. Local travel is required to attend off-site meetings and events. This job also periodically includes public service work and local travel. Some regional and national travel may be required to attend training opportunities or conferences. Some evening and weekend work may be required.~~ Some regional and national travel or evening and weekend work may be required.

Equipment Used:

~~Computer, telephone, fax machine, photocopier machine, audio-visual equipment, projector, sound-amplifying equipment, scanner, and other equipment not specifically identified.~~ Laptop, cellphone, keyboard, printer, photocopier, scanner, webcam, and other equipment.