Communications Coordinator

**Teams:** Public Services, Programs

**Position Type:** Exempt, Full-time

**Manager:** Autumn Solomon

**Library Mission**

Our mission is to **inform, enlighten, entertain, enrich, empower, inspire, and engage the community.** We do this by

- providing exemplary customer service
- offering a diverse and current physical and digital collection
- offering programs for enrichment
- promoting community involvement and volunteerism
- providing access to technology and assistance in its use
- creating a welcoming and appealing environment with minimal rules
- demonstrating exceptional stewardship of community assets

We work as a team, where each member takes responsibility for an area or areas of operation while also supporting and collaborating with one another.

**Library Vision**

We will add value to community life by focusing on being a **platform** for community sharing, a **partner** with community groups, a **curator** of the vast stores of available information, a **sanctuary** in busy, stressful times, and an **innovator** that helps the community push the boundaries of contemporary life.

**Description of Your Role**

The Communications Coordinator creates bridges between people, both internally and externally. Applying a sound understanding of the library’s mission, vision, and voice, this experienced marketing/PR person will bring a host of skills (presentation, project management, event work, networking, design) to a variety of responsibilities including event coordination, scheduling, written and graphic communication, social media postings, and work in a public setting.

The Communications Coordinator understands the importance of choosing words well, matching tone to message, avoiding over-communication, and adding value through communication. He or she has the ability to see what needs to be done and to balance competing priorities, keeping
everyone on the same page, maintaining smooth workflow between teams and team members as much as is possible, keeping the public informed in an appropriate time frame, and hustling when needed.

This is a growth position, with increasing responsibility expected over time.

This job description outlines your overall responsibilities and some of the ways you will meet your goals. It is a guideline and not meant to detail every task that could fall to you. Job descriptions can change at any time.

Responsibilities and Objectives

Communications: The Communications Coordinator, in conjunction with other team members, will promote the library, its programs, and its resources to the community through a variety of outlets, in a timely manner, with consistent branding.

- Work within established PR guidelines to coordinate the collection and dissemination of information through a variety of outlets: newsletters, door signs, web slides, Facebook, half-sheet regular programs flyers, event calendars, Director updates, outside publications, etc. This includes production of some PR materials, design of templates for others, and editing support for the work of team members.
- Develop a photographic library of library programs, events, people, and facilities for PR purposes, including photo releases as necessary.
- Anticipate PR needs and address them with the appropriate manager.
- Work with administration to gather input and assess library services as part of strategic planning and annual reporting.
- Develop partnership opportunities within the community in conjunction with Community Librarians.
- With Technology Supervisor, help to grow our digital branch.
- Manage records retention for PR.

Public Services: The Communications Coordinator maintains an overview of all library activity to provide exceptional service to the public and ensure smooth workflow between teams and activities.

- Work regular shifts at public service desks, providing account assistance, reference assistance, and readers’ advisory, and supervising scheduled volunteers (training provided). This includes:
  - Guiding members in locating information
  - Developing relationships through greetings and conversation
  - Staying abreast of library resources
  - Assisting with technology
  - Using library software to check materials in and out and answer member inquiries
• Assist with scheduling (public service desks, meeting rooms, programs, program volunteers) with attention to overlap and staffing needs.
• Assist with programs, including staffing, set up, equipment operation, and tear down.

All members of the Westbank team will be mindful of our role in public service, providing excellent customer service, keeping a sense of humor when things get tense, assuming the best of others, being respectful in communication, and remaining flexible in times of change.

• Focus on interactions with the public whenever in a public space. Smile!
• Involve managers or administration when issues need to be resolved.
• Be in the library on your assigned schedule unless approved otherwise.
• Assist in maintenance and tidiness of the facilities, proactively looking for what needs to be done.
• Encourage volunteerism as a way for people to have ownership in their library.
• Pitch in as needed, working in both locations.
• Exercise prudence in the spending of public funds.
• Keep the public, the staff and volunteers, and the library safe. This includes protecting member privacy.

Other Duties:
• Attend monthly staff meeting and other team meetings as required.
• Keep up with email and other library communications.

Additional Notes

Having responsibilities means

• taking the initiative to get things done
• asking questions when you are unsure
• reporting progress without being asked
• meeting deadlines
• developing confidence in decision-making in your area
• developing a vision for your area that involves continued growth and improvement
• choosing the option that makes us stronger
• collaborating with others on your team
• arranging for subs when you know you will be out
• following policies and procedures

Being a coordinator means

• coordinating activities between teams
• supervising and coordinating the efforts of volunteers
• taking responsibility for the completion of specialized tasks
Vacations during busy times of the year, particularly holidays and our summer reading program, are limited.

All staff may be required to work at both locations, with weekend and evening shifts.

**Qualifications**

Bachelor’s Degree in a communications-related field

PR/Marketing Experience

Proficiency with computers, eReaders, tablets, and printers

MSOffice proficiency, including Publisher and Excel

**Benefits**

- Employees over 20 hours per week accrue sick time and vacation time.
- Employees over 30 hours per week receive health and dental insurance.
- Employees working 40 hour per week are eligible after one year of employment for a 6.25% deferred compensation match. Employee portion of deferred compensation goes into a 457 plan.
- We are proud of a workplace culture which allows some scheduling flexibility in order for staff members to tend to outside needs and opportunities.
- This is an innovative workplace, where change is a constant; staff members are invited to have input in their jobs.
- We expect a lot of our employees and we are focused on employee growth. Mistakes and problems are considered opportunities.