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## JOB DESCRIPTION

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**TITLE:** Communications Strategist  
**REPORTS TO:** Communications Manager

**DEPT:** Communications  
**CLASSIFICATION:** Non-Exempt

**Objective:**

Creates marketing and communications content as a team member of the Communications Department. Develops and nurtures relationships with partner organizations, businesses, and Library staff. Assists in the implementation of the Marketing Plan.

**Duties:**

1. As copy editor and lead copywriter for all organizational promotional materials, including newsletter, coordinates the content and layout while providing expertise, accuracy, and consistent guidelines to ensure excellent communication.
2. Create and project manage marketing plans for Library-wide events including reading programs.
3. Conducts community engagement through various channels, such as outreach to local businesses and nonprofits and participation in Library sponsored events.
4. Recommends and implements strategies to improve partnership opportunities in the community, including procuring prizes and incentives to enhance programs and initiatives.
5. Deliver and maintain internal communications content through weekly all-staff email newsletters and Intranet content to engage staff.
6. Author and implement a comprehensive company style guide to standardize and enhance branding, tone, and formatting across all communications, ensuring consistency and alignment with company values.
7. Creates and maintains communication procedures, calendars, and other documents to coordinate efforts across departments.
8. Serves on library and community committees as assigned. Serves as liaison to community organizations and contacts.
9. Composes monthly press releases and articles to promote Library programs, services, and news and publish to various online news channels.
10. Regularly reviews and researches marketing trends to generate marketing and promotion ideas. Recommends overall strategies to promote the Library, events, and services.
11. Creates reports, surveys, manuals, and other informational and statistical data. Utilizes data in departmental and Library-wide decision making. Advises staff in conducting community surveys.
12. Provides photography and videography services to promote and archive events, services, and physical spaces of the library and branches.
13. Participates in professional development through professional reading, workshops, conferences, and networking groups. Shares information learned with appropriate colleagues.

14. Performs other duties as assigned.

**Minimum Qualifications:**

Education:

- Bachelor's degree in communications, marketing, or related field, or equivalent experience

Experience:

- One year of related experience in a comparable business, organization, or library.
- Fluency in written and spoken Spanish or other language commonly spoken in the district preferred.

Knowledge, Skills, & Abilities:

- Ability to work with efficiency, skill, accuracy, and appropriate speed
- Ability to work collaboratively as a member of a team with colleagues and managers
- Communicates effectively in English, both orally and in writing
- Ability to read and understand written information and instructions
- Ability to use good judgment following procedures in support of library policies
- Ability to empathize and relate to patron needs, exploring beyond the initial question to determine the actual information desired
- Ability to provide excellent customer service at all times with the public and staff
- Ability to exercise initiative and to make appropriate independent decisions
- Ability to consistently complete and follow-up on departmental jobs
- Proficiency in the use of personal computing technologies
- Knowledge of Microsoft Windows and 365
- Experience with or ability to learn digital editing software, like Adobe Creative Cloud
- Knowledge about and/or experience communicating via social media channels
- Experience with website content management software
- Ability to troubleshoot minor problems with computers and peripherals
- Demonstrates ease and comfort with emerging technologies
- A proficient understanding of written language and writing skills
- A strong command of English grammar, punctuation, and spelling
- Project management skills

**Supervisory Responsibility:**

None.

**Physical Requirements:**

- speaking, hearing, vision, and manual dexterity sufficient to adequately perform the job
- ability to push/pull up to 100 pounds and lift or move up to 25 pounds occasionally
- prolonged sitting and repetitive keyboard use

**Working Conditions:**

- Work is performed in a typical library environment.
- Must have valid driver's license and proof of auto insurance or have the ability to arrange own transportation between Main library, branches, and other locations as needed.