Employment Opportunity
Marketing and Communications Manager
Full Time
Central Services, St. Peters, Mo

The St. Charles City-County Library is seeking a talented and creative individual to fill our open Marketing and Communications Manager position. The St. Charles City-County Library has an operating budget of over $23 million. Our eleven branches and bookmobile are located in some of the fastest growing communities in Missouri and we are poised to grow right along with them. Are you passionate about the Library? Do you love the services we provide to the community? If so this could be an opportunity for you.

We are seeking a talented and creative individual to fill the management position that supervises and leads the day to day operations of our team that promotes our Library. The Marketing and Communications manager is responsible for developing, implementing, and assessing marketing efforts and brand strategy. The manager works closely with the marketing team, various administrative departments, and branch leadership to promote the Library. This position directs all Library communications including the website and social media and utilizes data to understand and determine everchanging needs and interests of the community.

Requirements:

- Proficiency with Microsoft Office, Google Workspace, Adobe Creative Cloud package and web content management software.
- Leadership abilities that include both creative thinking and solid decision-making.
- Exceptional writing, editing, communication, and presentation skills.
- Knowledge and understanding of current trends in digital and social media.
- Proven ability to work well under pressure and to meet deadlines.
- Knowledge of a public library’s function and purpose.
- Bachelor’s Degree in Marketing or related field required. Master’s Degree preferred.
- Minimum of 5 years of Marketing experience with 2 years managerial experience.

Schedule: Monday through Friday 8:00am-5:00pm, some schedule flexibility is required.

Salary and Benefits: We offer a full benefit package which includes medical, dental, and vision insurance, life & disability insurance, defined life-time benefit pension plan, deferred compensation (457) plan with employer contribution, and a generous amount of paid time off. Salary range is $73,902 - $98,654.

For immediate consideration, submit a SCCCL Application, cover letter and resume electronically to jobs@stchlibrary.org, or mail to SCCCL HR Dept. P.O. Box 529, St. Peters, MO 63376, by the priority deadline of Friday, September 8, 2023. Application materials will be accepted until the position is filled or an acceptable number of qualified candidates have been received.

The St. Charles City-County Library is committed to diversity and inclusion. The Library provides equal employment opportunities to all applicants without regard to race, color, religion, sex, gender identity, national origin, sexual orientation, age, disability, or military status.

8/25/23-9/8/23

Please see the following job description for more information.
Position Summary
The Marketing and Communications Manager is responsible for developing and implementing marketing and communications strategies aligned with the Library's strategic plan. The Manager will promote library services, classes and materials to gain long-term community support and provide clear and effective communication to internal and external constituencies.

Essential Functions

1. Develop, implement, and continually assess strategic marketing efforts, and brand strategy.
2. Develop and direct all Library communications.
3. Manage the Library's social media presence and website.
4. Manage the day-to-day operations of the Marketing Department.

Duties

Marketing
1. Develop, implement, and continually assess strategic marketing efforts and brand strategy.
2. Prepare and present an annual marketing plan.
3. Use data to understand evolving community needs, interests, and desires.
4. Work collaboratively with other departments to promote Library services and classes.
5. Utilize a variety of assessment tools to ensure marketing efforts are successful.
6. Utilize analytics to support ideas to attract a new community of library users.
7. Utilize analytics to determine effectiveness of current materials, services, and programs.
8. In conjunction with the Development Office, communicate the development plan and fundraising goals to internal and external customers.

Communications
1. Ensure the Library brand is consistent throughout all communications.
2. Develop an annual communications calendar.
3. Utilize data and analytics to continually refine communications plan.
4. Prepare news releases and articles to promote materials, services, and programs.
5. Direct inquiries for information to other staff when appropriate.
6. Produce internal communications in print or electronic formats.
7. Develop signage for use in branches and offices, consistent with brand image.

Social Media and District Website
1. Lead the efforts of the social media team, train staff in best practices for social media, utilize data and analytics to enhance strategy.
2. Working closely with the Chief Communications and Engagement Officer, oversee content and utilize data and analytics to continually improve user experience, ensuring the web presence is in alignment with the Library's goals, priorities, and strategic plan.

Community Outreach
1. Work closely with the Outreach Services Manager, and the Directors of Development, and Adult Services & Youth Services to coordinate and organize the master calendar of community events.
2. Coordinate with department heads to ensure adequate staffing for community events.
3. Create and distribute promotional and informational materials.
Management
1. Supervise and guide the work of the marketing team.
2. Prepare and present reports for Director & CEO and Board of Trustees.
3. Work with the CCEO to develop an annual marketing budget.

Skills
1. Passion for public libraries and knowledge of governmental and nonprofit sectors.
2. Demonstrated in-depth marketing techniques and principles.
3. Demonstrated ability to design and produce marketing materials.
4. Leadership abilities that include creative thinking and solid decision-making.
5. Exceptional writing, editing, communication, presentation skills.
6. Knowledge and understanding of current trends in digital media and social media.
7. Proficiency with Microsoft Office Suite, Google tools, and Adobe Creative Cloud.
8. Proven ability to work well under pressure and meet deadlines.
9. Ability to develop and cultivate strong relationships with a wide range of people.

Essential Physical Abilities - Accomplished with or without reasonable accommodation.
1. Ability to lift or move up to 30 pounds.
2. Sufficient clarity of speech and hearing to communicate well with staff and customers.
3. Sufficient vision to review a wide variety of documents in electronic or print form.
4. Sufficient personal mobility to attend meetings or community events at various locations.

Education and Experience
1. Bachelor’s Degree in Marketing or related field required. Master’s degree preferred.
2. Minimum 5 years marketing experience with 2 years’ managerial experience.

The job description is not intended to be all-inclusive. Employees may perform other related duties as required to meet the ongoing needs of the Library.