

# NORTH CENTRAL WASHINGTON LIBRARIES

## Job Description

***\*\*Please see application instructions at the end of this document\*\****

**Job Title:** Communications & Engagement Manager

**Department:** Administration

**FLSA Status:** Exempt

**Hours:** Full-Time

**Salary Range:** Grade O \$64,597-\$86,813

**Prepared Date:** 2021

### **Position Summary:**

The Communications & Engagement Manager plays a vital role in connecting the people we serve with the resources we offer. This position has the opportunity to collaboratively and creatively solve some of the library's biggest challenges, from establishing procedures that improve internal communications to addressing gaps in public awareness of library services and resources, particularly among our most diverse and underserved populations.

As our organization adapts and responds to opportunities and needs in our region, it is more important than ever that we are actively helping people connect with and find value in the library. We are looking for a dynamic, highly organized individual who is passionate about telling the story of NCW Libraries to our communities and stakeholders.

### **Position Details:**

This position reports to and receives general direction from the Deputy Director, and provides direct supervision to the Public Relations Specialist. This role works in close collaboration with the Marketing & Design Manager.

### **Essential Duties and Responsibilities:**

- Develop and manage system-wide communication strategies, standards, protocols, and tools to meet the library's strategic goals.
- Align communications goals and initiatives with the library's mission, strategic plan, and brand strategy. Collaborate with the Marketing & Design Manager and the leadership team to continue development of brand strategy.
- Create and implement comprehensive communications plans for major external programs, services, and initiatives.

- Create and implement internal communications standards and procedures. Advise library leaders and staff on internal communications best practices and collaborate with IT and other departments on adoption and use of major communications systems and tools.
- Seek opportunities to proactively support and embed diversity, equity, and inclusion best practices in all plans, projects, and initiatives, including internal and external communications.
- Anticipate communication needs, opportunities, impacts, and expectations for the library and stakeholders on a wide range of issues and topics.
- Write and edit content that effectively communicates internal and external messages consistent with the organization's brand strategy.
- Design and conduct surveys and use marketing and public opinion research to inform communication strategies.
- Manage and direct the use of various forms of media to communicate, inform, and engage audiences while building awareness of the library and its services.
- Keep informed of current developments and trends in public libraries by attending workshops, conferences, and professional meetings. Participate in professional associations and read professional journals and other publications.

## **Required Qualifications:**

### Education & Experience:

- Bachelor's degree from an accredited college or university in communications or a related field.
- 3-5 years of professional communications experience, preferably in a public sector or non-profit setting. Public library experience preferred.
- Bilingual in English and Spanish preferred.

### Ability To:

- Gain a thorough knowledge of NCW Libraries' policies, procedures, and programs.
- Provide excellent customer service and represent the library in a positive, responsive manner orally and in writing to the Library Board of Trustees, staff, members of the public, volunteers, stakeholders, and supporters.
- Develop and implement system-wide goals, objectives, programs and plans using thoughtful change management techniques.
- Build trust and work effectively with diverse staff in numerous locations in order to accomplish library goals and objectives.

### Work Environment and Physical Demands:

- Work is performed primarily in an office environment while sitting or standing for extended periods of time. Multiple interruptions, troubleshooting, and problem solving requiring research and interpretation are illustrative of the environmental requirements of the position.
- Travel within the service area.
- Some early morning, evening, and weekend work may be required.

## **Benefits:**

We are proud to offer all full-time employees a comprehensive benefits package. Benefits include full medical, dental, and vision coverage, an employee assistance program (EAP), life insurance, and a base plan for long-term care insurance. We offer sick leave, vacation leave, eleven holidays, and two floating holidays. As a public employer, we participate as a member of the Washington State Public Employees' Retirement Plan (PERS) and provide access to optional deferred compensation plans. Our employees are eligible for Federal Student Loan forgiveness, and we offer a tuition assistance program for those who wish to pursue their Master of Library and Information Science degree. A bilingual differential of \$1/hour is available for select positions that regularly use a language other than English as a part of their daily work.

## **NCW Libraries Core Competencies:**

Ethical Practice: Consistently demonstrates integrity through behavior, character, and action.

Professionalism: Completes work to a set standard, both as an individual and part of a team. Exhibits competence, proficiency, and accountability.

Building Respectful Relationships: Promotes confidentiality and trust, fosters a positive culture, and exhibits respect with all verbal and nonverbal communication.

Valuing Diversity & Promoting Inclusiveness: Respects, values, and encourages the unique dimension each person adds to the organization and that each member of the community brings to the whole. Values diverse perspectives, displays inclusive behavior, and cultivates respect for all individuals, groups, and cultures.

Library Advocacy & Intellectual Freedom: Promotes and supports the fundamental purpose of the public library which includes understanding the library's role in providing free and equal access to ideas, information, resources, and services, from all points of view, without restriction, to every individual.

User Focus: Understands and effectively meets individual and community needs. Promotes a welcoming environment, fosters equality and meaningful connections, and strives to increase user satisfaction.

Effective Communication & Collaboration: Provides concise, timely, and accurate information through appropriate channels, internally and externally. Listens actively and welcomes constructive feedback. Works effectively with others to achieve organizational goals and objectives.

Foundational Knowledge: Cultivates proficiency in position-related areas. Knows and supports the library's mission, vision, and structure along with the library's collection, services, and resources.

Adaptability: Responds positively to organizational change and shows a willingness and flexibility to learn and develop. Assesses situations, adapts, and identifies effective solutions.

Continuous Learning: Commits to an environment of excellence and continuous learning. Takes initiative to develop as an individual and to improve the library system.

### **About NCW Libraries:**

NCW Libraries is a public library system serving five counties in Washington State (Chelan, Douglas, Ferry, Grant, and Okanogan). Geographically, we are the largest and one of the most rural of Washington's library systems, covering nearly 15,000 square miles and serving a population of just over 270,000.

The library's mission is: *Connecting the people of North Central Washington to vital resources and opportunities that foster individual growth and strengthen communities.*

We operate 30 public library branches and have administrative offices in Wenatchee. Among other things, branch libraries provide access to diverse physical and non-traditional collections, community meeting spaces, public access computers, free wifi, and a wide range of library programming for all ages. Our website provides library card holders with free access to eBooks and digital audiobooks as well as a large number of online resources, including the New York Times, Consumer Reports, Rosetta Stone, video streaming through Kanopy, and more. In addition, our outreach services include: enhancing library access to the most rural patrons through a unique mail order library and two bookmobiles; fostering creative thinking and STEM literacy through a STEM outreach program; and providing bilingual outreach service to the Latinx community.

More information about our library system and the services we provide can be found at [www.ncwlibraries.org](http://www.ncwlibraries.org).

## **COMMUNICATIONS & ENGAGEMENT MANAGER APPLICANTS:**

To apply, submit a resume, cover letter, and answers to the supplemental questions to [hr@ncwlibraries.org](mailto:hr@ncwlibraries.org).

### **Supplemental Questions:**

Please provide a brief (1-2 paragraph) answer to the following supplemental questions.

1. How have you demonstrated an active commitment to diversity and inclusion in your personal or professional life
2. What is one of your greatest professional strengths
3. What interests you most about this position and working for NCW Libraries?