

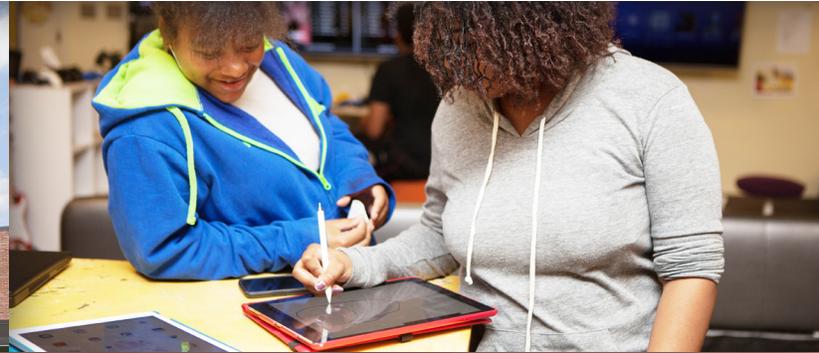
LIBRARY MARKETING & COMMUNICATIONS MANAGER



SAINT PAUL
PUBLIC LIBRARY



JOIN OUR TEAM Saint Paul Public Library seeks an experienced, strategic, collaborative marketing and communications leader to join our team. If you are a creative, team-oriented professional and passionate about the essential role public libraries play in our communities – today and in the future – Saint Paul Public Library offers you an exciting opportunity.



WE WELCOME ALL PEOPLE TO CONNECT,
LEARN, DISCOVER AND GROW. SPPL.ORG

ABOUT



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ABOUT THIS POSITION

Saint Paul Public Library seeks an experienced, strategic, collaborative marketing and communications leader to join our team. If you are a creative, team-oriented professional and passionate about the essential role public libraries play in our communities – today and in the future – Saint Paul Public Library offers you an exciting opportunity.

The successful candidate will have a track record in marketing and communications strategy development, outstanding planning and project leadership skills, the ability to foster a collaborative and inclusive working environment, and vision that encourages innovative thinking to help build a city that works for all. This role includes marketing, public relations, media relations, advertising, digital strategy, and internal communications. The successful candidate will thrive in a fast-paced, mission-driven, public service environment with direct community impact.

EXAMPLES OF DUTIES

Examples of duties, responsibilities, and specific areas of oversight include, but are not limited to, the following:

Marketing and Communications Strategic Leadership

- Oversee the development and dissemination of marketing and communications activities for SPPL's wide range of programs, services, initiatives, and events – prioritizing and evaluating investment in order to achieve organizational goals within current capacity.
- Develop and implement intentional, impact-oriented communications plans and strategies informed by and responsive to the racial, economic, and social diversity of Saint Paul.
- Develop a strong internal and external brand messaging strategy that is reflected across all locations, programs, services, events, and other organizational activities.
- Prepare or oversee a wide variety of communications content, including videos, blog posts, public events and announcements, program marketing materials, FAQs and staff talking points, digital content, and more.
- Oversee development of templates and tools for Library staff to use to independently promote programs, services, events, and initiatives.
- Develop marketing and communications goals, as well as data-informed strategies for assessing effectiveness and impact. Support development of a data culture at SPPL, whereby all staff use data – quantitative and qualitative – to drive learning, decision-making, and continuous improvement.
- Support progress towards all organizational goals by ensuring communications strategy is woven through all areas of our work. Actively participate in the development and management of messaging to support the work of the entire organization; communicate this messaging internally to ensure it is well understood and utilized across the organization.
- Support innovation and best-practices across all communication channels, including print and digital.

- Develop and monitor the annual Communications budget, including public and philanthropic funding sources, to ensure that all organizational goals are met within budget parameters and by leveraging resources across the organization for maximum impact.

Communications Implementation

- Use excellent writing and editing skills to prepare or oversee a wide variety of communications content, including public announcements, reports, internal memos, speeches, infographics, videos, and social media posts.
- Convey complex information effectively and produce written and visual materials that are easily understood by the intended audience and/or the local media.
- Effective public speaking, presentation, and facilitation skills.

Media Relations

- Serve as chief media strategist; build relationships with editors, reporters, producers, and other communications influencers to increase media coverage and library storytelling.
- Lead crisis response communications efforts. Strengthen the organization's crisis communications plan.

Supervision & Management

- Direct the daily activities of the Marketing and Communications team to achieve maximum impact with various constituencies, including library staff and patrons, elected officials, and Saint Paul residents.
- Work with two direct-report employees to establish annual goals, action plans, timelines, and expectations for the successful fulfillment of each role.
- Ask for and provide ongoing feedback through 1:1s and team meetings. Provide ongoing, clear communication and guidance to reporting employees in order to support the successful fulfillment of their own roles and professional development goals.
- Complete annual performance reviews for each reporting employee that outline expectations, recognize achievements, and support areas for growth.
- Support meaningful integration of short-term communications and marketing interns into the team.

Organizational Responsibilities

- This position reports to the Library Director. This position serves as a member of the Library's Senior Leadership Team, along with the Director, Deputy Director of Public Services and Deputy Director of Operations.
- Serve as communications advisor to the Library Director and other library staff members.
- Work closely and directly with The Friends of the Saint Paul Public Library's Communications Director to jointly plan and execute marketing and communications programs for major Library and Friends initiatives.
- Participate in citywide committee with Public Information Officers from other City of Saint Paul departments and the Mayor's Office.
- Build relationships with marketing and communications colleagues from other City departments, Twin Cities library systems, key partner organizations, and peer library systems from across the country. Collaborate on issues and projects of shared importance.
- Serve as the department's internal point person for public data requests (with legal support from the City Attorney's Office).

QUALIFICATIONS



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MINIMUM QUALIFICATIONS

A bachelor's degree in a relevant field and six years of progressively responsible professional experience in public relations, communications, or digital services. Experience shall include two years of supervisory, budget planning and development, and project management work.

DESIRABLE QUALIFICATIONS

Excellent candidates will have two or more of the following qualifications:

1. Demonstrated ability to plan, direct, and evaluate the work of communications staff towards achievement of strategic organizational goals and community impact. Ability to coach, mentor, and help develop staff as organizational leaders.
2. Superb writing and editing skills across a variety of channels, including email newsletters, annual reports, social media posts, and press releases.
3. Experience and confidence with media relations.
4. Ability to establish and maintain effective working relationships with library staff, elected officials, community organizations, other city department colleagues, media reporters, and other stakeholders.
5. Ability to independently set priorities, successfully manage projects, adapt and drive change initiatives, and clearly communicate lessons learned and results.
6. Strong interpersonal skills. Ability to move initiatives and projects forward in a collaborative and effective manner.
7. Ability to meet deadlines and manage multiple tasks in a fast-paced, public-facing work environment. Ability to design and implement strong systems.
8. A creative, intellectually-curious approach. Ability to lead the organization in adopting relevant new technologies,

strategies, and tactics related to the rapidly evolving ecosystem of media and communications.

9. Demonstrates an understanding and ability to use a range of current and modern job-related equipment, computer hardware, software applications and best practices.
10. Ability to work effectively across similarities and differences in partnership with diverse communities and amongst multiple stakeholders. Appreciation for historical context, attention to relationship nuances and power dynamics, and an awareness of social, racial, and ethnic differences.
11. A systems-thinking understanding of how marketing and communications can influence positive impact for our community.
12. Commitment to the mission, vision, and values of Saint Paul Public Library.
13. Passion for the essential role public libraries play in Saint Paul becoming a city that works for all.

THE PROCESS

Complete an application and submit your resume, cover letter, and three references online at stpaul.gov/jobs. The cover letter should include a description of why you are interested in the position and how your skills make you an excellent candidate.

This position's Class Title in the City's civil service system is Community and Digital Services Manager. It is represented by the Saint Paul Supervisors Organization.

Additional information about the City of Saint Paul can be found at www.stpaul.gov. Additional information about Saint Paul Public Library can be found at www.sppl.org.



COMPENSATION AND BENEFITS



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COMPENSATION

The City of Saint Paul offers a generous compensation and benefits package. The salary range for this position is \$74,256.00 - \$102,398.40 annually. Starting salary is dependent upon experience and qualifications.

PAID BENEFITS

- Health Insurance
- Vacation (accrual starting at 15 days per year)
- 10 paid holidays per year
- Sick Leave (accrual starting at 12 days per year)
- Deferred Compensation
- Subsidized Metro Bus Plan

OPTIONAL BENEFITS

- Flexible Spending Accounts
- Dental Plan
- Life Insurance
- Disability Insurance
- Accidental Death and Dismemberment Insurance
- Long Term Care Insurance
- Public Employees Retirement Association PERA (pension plan)
- Public Service Loan Forgiveness Program

Through an endowment that supports professional development for library staff, Saint Paul Public Library provides ongoing opportunities for professional development and learning.

ABOUT THE LIBRARY

Saint Paul Public Library is a department of City government, serving under the direction of Mayor Melvin Carter. The Saint Paul City Council serves as the Library Board.

The following vision, mission, and values guide our library work:

VISION

We imagine a Saint Paul where all people feel seen, safe, and welcome. We imagine a city where libraries bring people together to experience hope, joy, and creativity through learning.

MISSION

We welcome all people to connect, learn, discover and grow.

VALUES

- We believe that learning is a human right.
- We believe in curiosity.
- We believe in connection.
- We believe in the power of belonging.

To learn more about Saint Paul Public Library, the city of Saint Paul, and the Minneapolis-St Paul region, visit sppl.org/working-at-sppl/. We actively work to ensure that all people see themselves and our city's rich diversity reflected in our libraries.

