This Job Description identifies the major responsibilities of this job.

▪▪ **I. POSITION PURPOSE**

The purpose of the Marketing, Communications and Design Manager is to increase use of library services and attendance at library programs. This is achieved through working with colleagues to market the library through designing, producing and distributing print and graphic material as well as writing news copy to notify media about library programs and services.

▪▪ **II. RELATIONSHIPS**

The Marketing, Communications and Design Manager reports to the Director of Community Relations and works as a team member in the department. This position represents the Library District’s mission, vision and goals in all print and electronic media publications and works closely with all library services departments and branches to market library programs and events. The Marketing, Communications and Design Manager also works closely with the public, outside organizations, news media and businesses. The position provides excellent customer service by demonstrating the ability to communicate effectively with people regardless of age, race, sexual orientation, ability level or background.

▪▪ **III. PRIMARY DUTIES AND RESPONSIBILITIES**

Manages the creative design, development and execution of marketing materials for the Library District’s programs, events, and services. This includes writing press releases, handling press relations, and creating and promoting advertisement plans.

Actively manages and monitors the PCCLD brand ensuring that marketing materials are meeting brand standards.

Develops print and digital marketing support for all Library District programs to ensure professional, consistent image. This includes conceptualizing, designing and implementing graphics for posters, brochures, invitations, e-blasts and social media, postcards, flyers, newspaper and other print and digital advertising.

Creates and implements marketing plans for Library District signature programs and events including *Summer Reading* and *All Pueblo Reads*.

Designs and produces the Library District’s monthly newsletter and program marketing flyers and brochures. This includes gathering information, writing copy, creating graphics, and distributing in a timely manner.

Initiates contact with the media on behalf of PCCLD. This includes writing press releases and organizing press conferences.

Serves as the primary contact between the PCCLD and advertising vendors, print suppliers, promotional product and other marketing service vendors.

Works closely with the Website Editor to develop graphics for social and electronic media, including the PCCLD website, to promote library programs and events.

Measures, tracks and evaluates print and digital marketing effectiveness and makes suggestions for future marketing.

Photographs events for use in library marketing materials.

Maintains the Rawlings library information racks, kiosks and public bulletin boards.

Performs other duties as assigned.

▪▪ **IV. EDUCATION, KNOWLEDGE, EXPERIENCE, SKILLS AND ABILITIES RE­QUIRED**

**Education and Experience:**

Bachelor’s degree in Marketing, Communications or related field required.

Three years’ work experience with graphic or print design with a strong portfolio of work.

Library experience is a plus.

**Skills and Abilities:**

* Excellent writing skills with knowledge of Associated Press Style Guide rules.
* Demonstrated skills in Adobe Creative Suite applications, including InDesign, Photoshop and Illustrator required.
* Advanced computer skills with a working knowledge of Microsoft Word, Excel, Outlook, Power Point, Access.
* Strong organizational skills, able to prioritize and balance multiple assignments, able to complete jobs under deadline pressure
* Demonstrated knowledge of marketing functions.
* Able to comprehend the big picture while paying attention to the smallest details
* Strong collaboration, communication, and organization skills
* Ability to function under flexible and changing conditions.

Other Requirements: Applicants must pass a criminal background investigation. Must have good driving record, current Colorado Driver’s License and automobile insurance.

Equal Opportunity Employer.