



Position Description

Job Title	Marketing & Communications Manager
Department	Library
Employment Status	Full time
Exempt/Non-Exempt Status	Exempt

Scope of Work

Under the general direction of the Library Director this managerial position is responsible for overseeing all aspects of the library's marketing and communications ~~program~~ **strategy. This position plans, administers, supervises and participates in the daily operations and strategic development activities of the library's Marketing Department** including public relations, public information, **and** coordinating marketing efforts and event planning according to the policies set by the Library Board and in alignment with the organizational vision, mission, service values, and goals. **Provides leadership, mentoring and management of the marketing team.**

Supervision

Received	Library Director
Exercised	Directly supervises up to 2 part-time employees.

Essential Job Functions The job functions listed herein are neither exclusive nor exhaustive but are intended to be illustrative of the types of tasks the employee will most likely be expected to perform on a regular basis. The employee may be asked to perform different or additional tasks than the ones listed here, as the needs of the employer and/or the requirements of the position change. The Library expects that each employee will offer his or her services wherever and whenever necessary to ensure the success of all services that we provide to our customers.

- Assists the Library Director in establishing goals and priorities, and formulating policies for Library Board consideration or approval.
- Works with the Library Director and the management team to develop the annual budget request.
- Serves on various committees within the Library, the City, the county system (Bridges), and the state; represents the Library within the community.
- Collaborates with members of the library management team to coordinate shared projects.

- Provides advice and technical assistance regarding long and short-range planning to the staff, management team, Director and Library Board.
- Contributes to strategic goal planning by gathering pertinent statistical, financial, service and operations information; identifying and evaluating trends and options.
- Supports the information needs of community residents of all ages and abilities.
- Serves as librarian-in-charge during evening and weekend hours, on a rotating basis, supervising all library staff and operations; assists in any library service as required.
- Works to increase the library's visibility and broaden awareness of what the library offers to the community.
- Collaborates with members of the library management team to coordinate shared projects.
- Cohesively creates, updates, and administers a comprehensive library marketing plan which includes regularly gathering community input and assessing needs; identifying opportunities to attract and engage new users and retain current ones; and successfully promoting the library's core resources, services and programs.
- Communicates WPL's mission, goals, service values, accomplishments and activities to media representatives, community leaders, elected officials, Board members, and other key constituencies.
- Develops content and directs creative execution to provide consistent, targeted, and impactful messaging and use of the WPL brand.
- Designs campaigns to target specific audiences, placing an emphasis on campaign performance to help with recommendations for future programs.
- Directs in-house and external graphic designers, photographers, and other media-production specialists integral to the completion of marketing projects.
- Coordinates Develops/oversees the content and communication strategy for the Library's website, eNewsletters, digital displays, social media accounts, and the Café Libraries app. Creates additional channels as technology and trends emerge.
- Develops/oversees the content and communication strategy for Waukesha Reads, the Waukesha Reads website, the Waukesha Reads eNewsletter, and the Waukesha Reads social media accounts.
- Writes and edits internal and external communication materials in a style that is appropriate for the intended audience. Ensures accuracy of information and quality control over all library communications.
- Manages creation and distribution of accurate library information and approved images to the City of Waukesha and other community partners for inclusion in digital displays, newsletters, and online calendars.
- Coordinates and maintains booklists and displays, both in the library and virtually, to highlight and promote the library's collection and resources.
- ~~Is responsible for updating public information on the electronic monitors.~~
- Builds and maintains solid partnerships with library departments to better develop, coordinate, direct, and facilitate strategic communications designed to meet the library's goals. Coordinates marketing efforts for all library programs and services. ~~Works in close collaboration with the Community Engagement Manager on coordinating marketing efforts and promotions for all library programs and services.~~
- Develops and maintains relationships with local media and responds to media inquiries about library

issues.

- Writes press releases and disseminates them to the media; develops advertising campaigns to promote the library, including its programs and services.
- Develops, recommends, and administers policies, procedures and processes in support of the Library's marketing, public information, and customer experience for Library Board consideration or approval.
- Coordinates Library grant proposals, manages searches for and coordination of applications, research, proposal writing, and reporting requirements.
- (Reworded) Co-chairs the city-wide Waukesha Reads committees and coordinates activities for an annual City Reads program in collaboration with the Community Engagement Manager.
- Attracts, recruits and trains team members as needed; participates in the hiring process for all marketing staff including review and selection of applicants in the City's workforce management system hereinafter referred to as "NeoGov," with subsequent interviewing and training.
- Motivates and leads a high-performing marketing team, which includes ~~two~~ a Graphic Designer and a Library Associates as direct reports in NeoGov, requiring periodic check ins and annual performance evaluations.
- Works with the Library Director and the management team to develop the annual budget request; oversees the budget for the Marketing and Communications department.
- Prepares and maintains files, records and reports as required.

- Provides timely and accurate statistical analysis and prepares narrative reports for management and Board review.
- Attends meetings and conferences as required to keep abreast of developments in the field of marketing and communications which foster ideas and innovation.

Other Job Functions

- Performs related duties as assigned.

Requirements of Work

Graduation from an accredited college or university with a Master's Degree in Library Science and at least 4 to 6 years of Library work, including library management experience, 3-5 years of public relations, and/or marketing experience; or any equivalent combination of training and experience which provides the following knowledge, ability and skills:

Knowledge of	<ul style="list-style-type: none">• Library and information science.• Marketing and Public Relations.• Library Program and Event Planning, including Customer Engagement best practices.• Information resources available from other libraries, the library system and other sources in the community, county and state.• Working knowledge of Microsoft Office and web content management systems.• The use of general office equipment, including computers and related software.
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Ability to	<ul style="list-style-type: none"> • Interpret statistical data, analyze information and evaluate programs. • Establish and maintain effective working relationships with library trustees, elected officials, community groups, employees and the general public. • Ability to meet deadlines, multi-task and re-prioritize as needed. • Model pleasant, professional and positive behaviors along with excellent interpersonal skills for interacting with a diverse public and staff. • Lead, collaborate, mentor, coach, train, and develop, resulting in increased employee skills and empowerment. • Foster teamwork and a culture of excellence.
Skill in	<ul style="list-style-type: none"> • Listening, oral and written communication. • Planning, organization, leadership, and time management. • Demonstrated experience with all types of social media (e.g. Facebook, Twitter, Instagram, etc.) • Marketing and advertising. • Public speaking and public relations.

Necessary Special Requirements

None

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work is performed mostly in an office setting; hand-eye coordination is necessary to operate computers and various pieces of office equipment.
- Specific vision abilities required by this job include close vision, prolonged visual concentration and the ability to adjust focus.
- While performing the duties of this job, the employee is frequently required to sit, stand, talk and hear; use hands and fingers to handle, feel, or operate objects, tools, or controls and reach with hands and arms.
- The employee is occasionally required to bend, stoop, kneel, crouch, or crawl.
- The employee must occasionally lift and/or move up to 50 pounds.

Approved by Library Board: August 14, 2025