

# Marketing and Communications Manager

Location:  
**Williamsburg Regional Library**

Job Type:  
**Full-Time**

Posting Date:  
**10/08/2021**

\$55,378 or higher DOQ + [Full-time County Benefits](#).

Williamsburg Regional Library is a nationally recognized four-star rated library by Library Journal. WRL serves residents of the Historic Triangle of Virginia including the City of Williamsburg, James City County and York County with outstanding, quality, and innovative library services. We are looking for a creative, energetic, experienced marketing and communications professional to join our forward-thinking team. Your job will be to develop a marketing strategy that tells the library story in a fresh, compelling, engaging style utilizing visual, digital, and written formats. WRL embraces a collaborative, flexible, and professional work environment that emphasizes quality services that evolve to meet the changing needs for our users. We are seeking a candidate with a passion for public service able to introduce and implement positive change and simultaneously handle a wide variety of tasks in a fast-paced collegial work environment.

## Responsibilities:

- Responsible for the effective supervision of assigned staff to include selection, performance management, employee relations, training, prioritizing and assigning work and related activities.
- Oversees and coordinates the direction and development of all public information, communication and marketing efforts.
- Develops, implements, and evaluates a comprehensive marketing strategy and brand identity to effectively tell the library's story and communicate the library's services, collections, and programs.
- Conducts surveys and works with focus groups, neighborhoods, organizations, and institutions to respond to community needs.
- Manages library website including coordinating the web team, web design, content presentation, and visual elements; works with library vendors to coordinate website construction, updates, and app development.
- Collaborates with library director and staff to ensure WRL's identity and brand is relevant, compelling, and is fully aligned with its strategic goals; evaluates trends, assesses new data, and keeps up-to-date with website design, marketing, and branding; assists Friends of the WRL Foundation in the development of compatible marketing and informational materials.
- Identifies and applies for state and national library awards and system recognition; supports project needs, initiatives, strategic goals, and participates on library-wide committees as needed.

## Requirements:

- Any combination of education and experience equivalent to a Bachelor's degree in marketing, communications, graphic and commercial design or a closely related field; experience in communications producing digital and printed marketing materials, developing and implementing a comprehensive dynamic marketing and brand strategy.
- Must possess or be able to obtain within 30 days of hire a valid Virginia Driver's License and have an acceptable driving record based on James City County's criteria.
- Knowledge of leadership techniques, principles and procedures to assign work, schedule, supervise, train, and evaluate the work of assigned staff; principles and processes for providing customer service including setting and meeting quality standards for services, and evaluation of customer satisfaction.
- Knowledge of effective public relations practice, methods, and techniques; knowledge of effective training practices, methods, and techniques; knowledge of Internet site management and programming html preferred.

- Knowledge of marketing principles and digital content creation as part of an integrated marketing campaign.
- Hands-on knowledge of the creative process, graphic design elements, webpage design, and brand development.
- Skill and experience with WordPress, Adobe, and other digital tools in developing and maintaining webpages and other digital content; computer software, especially Microsoft Office Suite.
- Ability to effectively communicate concepts and feedback to designers and content producers.
- Ability to be innovative, self-motivated, creative, entrepreneurial, and energetic; establish and maintain effective working relationships with staff members, the public, media and vendors; appropriately handle sensitive information and maintain confidentiality; engage with staff across all library divisions and with the library's strategic goals and directions; work collaboratively as part of a team on a variety of projects

**[Click here](#) for full job description. Accepting applications until position is filled. Cover letters and resumes may also be attached, but a fully completed application is required in order for your application to be considered.**