

Head of Public Relations and Marketing

Description

The Washington County Free Library (WCFL) seeks a positive and outgoing Head of Public Relations and Marketing with strong interpersonal abilities and excellent communication skills. This position requires the ability to network and work with high-level stakeholders, to successfully multitask and juggle priorities, and to be flexible when needed.

Reporting to the Executive Director, the Head of Public Relations and Marketing supervises and performs all aspects of the Public Relations and Marketing Department. This position is responsible for developing, coordinating, and executing WCFL's communications, marketing, and public relations efforts in order to improve awareness and understanding of library resources, services, and events among internal and external stakeholders. This includes public relations, networking, and outreach to high level community stakeholders and important community partners; participation in, or coordination of, system-wide fundraising events; and the promotion and marketing of WCFL across a variety of platforms and formats. The successful candidate must have the technical skills sufficient to do all expected tasks in a timely manner and the ability to learn new skills as needed.

Located in Western Maryland, in the tri-state area where Maryland, West Virginia, and Pennsylvania meet, WCFL is a rapidly developing system dedicated to building a strong and vibrant community. By facilitating the public's freedom to explore, learn, and transform, WCFL connects people to ideas and resources and to each other, helping to foster individual and community growth.

Location: Fletcher Branch of the Washington County Free Library.

Hours: Full-time; 37.5 hours per week (varied workdays and hours, evenings and weekends included); full benefits.

Salary ranges: Anticipated hiring rate will be \$24.90/hour.

Essential Functions

This list is representative and does not include all the duties this position entails:

- Administers and supervises the Public Relations and Marketing Department, which is responsible for all public relations and marketing activities system-wide, along with all of the library's social media platforms.
- Functions as the library's primary public relations representative, including developing system-wide standards for communications, publications, and media interactions, and monitors same for adherence to those standards.
- Establishes positive contacts with the media and develops and maintains effective methods of communicating about the library's services and programs to the public and

media outlets through all channels, including but not limited to, print, website, social media, and in-person interviews.

- Oversees the development and implementation of library events that support the library's marketing plan and fund-raising goals, including, but not limited to, press conferences, check presentations, and advocacy events.
- Takes on a high-level, outward facing role and acts as the primary outreach person for high-level community stakeholders, and makes contacts with community groups and organizations to further WCFL's mission and goals.
- Ensures the planning and implementation of a defined number and type of special events.
- Represents the Library in a positive light through advocacy locally and beyond.
- Responsible for system-wide signage.
- Works a flexible schedule, including evenings and weekends.

Skills, and Abilities

- Demonstrated excellence in writing and communications skills, including the ability to speak concisely and persuasively and to make presentations to groups.
- Demonstrated understanding of marketing and communication theories and techniques and media relations, and the ability to evaluate community needs, interests, and expectations as these relate to library marketing needs.
- Basic understanding of print, website, and graphic design, including proficiency with editing and design software, including, but not limited to, Adobe Suite, Canva, and Microsoft Office Suite.
- Proficiency in both day-to-day promotional activities and in developing long-term marketing strategies, plans, and campaigns.
- High level of proficiency with the Internet, modern technology, social media, and new emerging library technologies, and the flexibility to adapt to and assess possible new technologies.
- Excellent interpersonal skills, both in face-to-face and in virtual communications, both formally and informally, and the ability to maintain and foster cooperative and courteous working relationships with staff and outside contacts encountered in carrying out the responsibilities of the position.
- Knowledge and skills necessary to supervise, guide, evaluate, train, and communicate with library staff of all levels.
- Knowledge and skills necessary to work effectively as part of a team toward achievement of common goals and objectives and also independently; to set priorities and take initiative; to work well under pressure and meet deadlines; and to multi-task and be flexible as needed.
- Strong organizational, time-management, and project management skills, with ability to manage multiple projects at the same time and to organize, plan, and execute work and to set and reach goals with minimal direct supervision.

Qualifications & Requirements:

Education & Work Experience Requirements:

- Bachelor's degree in Public Relations, Marketing, or a related field.
- A minimum of two years' experience acting in a professional capacity preferred.
- Proficiency in the current version of the Microsoft Office suite and other Microsoft apps and associated platforms.
- Ability to thrive in a fast-paced, evolving environment, managing multiple duties and deadlines simultaneously.

TOTAL COMPENSATION PACKAGE:

WCFL offers an extensive compensation package to reflect how much we value our employees. The following is what you can expect as a full-time, benefited Washington County Free Library employee:

- 15-25 days of annual Vacation Leave, based on years of service.
- 6 paid Personal Days per year.
- 8 hours of Sick Leave per month, unlimited annual carryover.
- 14 paid holidays.
- Paid Parental Leave (6 weeks paid, 6 weeks unpaid).
- Comprehensive Health Insurance Plan, including medical, dental, vision, and prescription coverage.
- Library paid Life Insurance benefit.
- Library paid Accidental Death and Dismemberment Insurance.
- Library paid Short-Term Disability Insurance.
- Library paid Long-Term Insurance.
- State and Employee funded Defined Benefit Pension Plan (Maryland Teachers Retirement System).
 - Vested after 10 years of service.
 - Credit for prior active military service and unused paid Sick Days.
- Eligible to participate in 457b Deferred Compensation Program.
- Eligible for paid training for library and industry specific workshops and courses.
- Public Service Loan Forgiveness (PSLF) eligible employer.
- Work/Life balance programs through the Employee Assistance Program.
- Tuition Reimbursement Program for select degrees.
- Ability to purchase books and media for personal use at a discounted rate.

To apply: Email completed employment application and resume to Admhr@washcolibrary.org. Application can be downloaded at <https://www.washcolibrary.org/>. Position open until filled.

The Washington County Free Library recognizes the principles of diversity and inclusion, and strives to ensure equal opportunities for its workforce, applicants, and community members. If you are a person who wants to make a difference, give back to your community, and be a voice for change, apply to the Washington County Free Library today.