

## Role Description

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### MANAGER, COMMUNICATIONS

JOB CODE: 6730

POSITION NUMBER: 8696

PAY GRADE: **\$84,821 to \$99,202 plus comprehensive benefits package.**

LOCATION: CENTRAL LIBRARY, 55 YORK BLVD, HAMILTON, ON

SCHEDULE: 35 HOURS PER WEEK, PERMANENT FULL TIME

#### SUMMARY:

Reporting to the Director of Digital Technology and Creation, the Manager Communications is committed to the development, implementation and ongoing management of the Hamilton Public Library's internal and external communication and marketing plan to ensure the Library's programs and services are making a difference in people's lives. Through building and maintaining relationships with community partners, stakeholders, management and staff, the Manager will work on positively promoting the library vision and brand and increase community awareness of the library's services while responding to trends and public interests. Continually assess services using information and data from a variety of sources to improve services and operations in a changing environment. An excellent communicator who motivates staff, models excellent customer service, leads service development and builds community connections.

#### JOB DUTIES:

##### **Communications, Marketing, and Media Relations**

- Designs and implements an integrated multi-level strategic communications plan for the Hamilton Public Library. Establishes communication plans for both external and internal customers with a focus on external customers and on incorporating Public Relations, Marketing and Online strategies.
- Acts as Library spokesperson for the media; receives all media queries and arranges appropriate response; prepares and coaches staff and Board for media interviews; prepares briefing notes and support materials as required. Develops relationships with key media and external stakeholders to grow media coverage both online and offline.
- Responsible for ensuring that the Hamilton Public Library image and brand are well known and recognized in the community. Communicate the Library brand to internal and external stakeholders and ensure it is used appropriately.
- Ensures that guidelines, design standards and branding are developed and applied correctly in all public communication tools across mediums.
- Develops and ensures compliance with system standards for signage, use of logos and other items pertaining to brand recognition.
- Responsible for the marketing and promotion of programs and services in conjunction with appropriate manager and department input.
- Responsible for the content development and approval of print and electronic publications which market, promote, or communicate services and information about the Library ensuring consistent messaging and branding.

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- Writes and edits communications materials such as media releases, newsletters, speeches, briefing documents, presentations, Q&As, and tool kits etc.
- Monitors, collates and analyzes press stories, communications, messages and social media relevant to HPL interests and disseminate information to internal stakeholders.
- Manages employee communication tools to encourage open dialogue with all Library staff and volunteers. Acts as a system resource, providing advice or assistance for other managers and staff who are also involved in the preparation of communication material for the public and for staff distribution.
- Consults and advises managers and staff on issues and services where the development of marketing and communication strategies will bring greater clarity, visibility and understanding of the issues and services.
- Provides advice on identifying stakeholders, analyzing target audience and tailoring communication and marketing strategies that best achieves the objective. Ensures that stakeholders are identified, consulted and informed.
- Elicits and interprets library statistical information to build a business case to support library initiatives, applications and funding requests.
- Actively establish a strong HPL online presence and identify opportunities to promote programs, services and HPL brand online or through online marketing avenues.
- Lead the generation of online content that engages audience segments on HPL website, Social Media, or other electronic communication channels such as eNewsletters, etc.

### **Special Events Planning and Programming**

- Collaborates with the Managers for ensuring the identification, planning and implementation of significant library events which are strategic to the organization such as system-wide public programs, official openings, staff, fundraising and special events.
- May lead the coordination of some special events including promotion, invitation, venue preparation, catering, program planning, publicity, etc.
- Ensures that information about planned programs reaches its targetted audience(s).
- Works with the Management Team to ensure that communication materials for community partnerships or corporate sponsorships reflect library standards.
- Vets and approves all communication material for donors or corporate sponsors before contact is made to ensure a coordinated and appropriate approach.
- Works with the Management Team and corporate sponsors to identify opportunities and mutually beneficial working arrangements for corporate sponsorship; consults with Administration and other managers as required.
- Represents the organization at events or external meetings as appropriate.

### **Departmental Responsibilities:**

- Work collaboratively with other organizations to ensure HPL is supporting other key community initiatives and HPL programs and services are having an impact.
- Coordinate areas and individual work plans / workflow; establish priorities and directs staff effectively to support library objectives and priorities. Manage staff and staffing requirements including interviewing, recommendations for hiring, setting / prioritizing and measuring performance objectives and conducting regular performance reviews.

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- Evaluate, plan and ensure the adequate training and career development for staff, within programs provided by the library system, including technological change.
- Contribute to, and support, system-wide operational issues, committees and projects.
- Act as a resource to staff in the measurement of service quality, customer satisfaction and the implementation of continuous improvement programs. Provide support and advice in business and strategic planning. Ensure that the approach to the development, delivery, evaluation and accountability of services reflects sound business practices.
- Responsible for meeting performance goals set in conjunction with the Director.
- Establish criteria and statistical measures; evaluate programs etc on factual data; prepare reports regarding key issues, trends and changes.
- Administer the collective agreement within the assigned area.
- Manage, coordinate and participate in problem resolutions for existing programs.
- Provide after hour support in the event of major problems and act as primary contact to inform support departments about problem situations.
- Respond to customer service comments and concerns.
- Continually assess the public's needs/interests and work collaboratively with staff, Managers and Directors to develop responsive service strategies.
- Acquire and analyze information; prepare reports and recommendations; assess services, support service changes and new program initiatives using relevant factual information.
- Work with all library managers to develop and implement action plans to lower library costs and improve service. Work with all library managers to adjust policy and guidelines to the changing corporate and technological environment. Maintain good working relationships with various support departments through frequent contact.
- Adhere to systems standards.
- Maintain professional affiliations and involvement and keep skills and knowledge up-to-date.
- Maintain knowledge of relevant legislation, policies, and professional issues including copyright law, intellectual property, and censorship. Ensures compliance with the Library's Intellectual Freedom policy.
- Manage the departmental budget ensuring that expenditures stay within annual budget allocations and alerting senior staff of forthcoming issues. Participate in reviews of the system budget.
- Ensure that the approach to the development, delivery, evaluation and accountability of services reflects sound business practices.
- Perform other responsibilities as assigned which are directly related to the normal functions of this position with minimal supervision and direction

### QUALIFICATIONS:

- A Bachelor's degree in a related Communication field from an accredited university or equivalent academic qualifications (e.g. Degree with the Postgraduate Certificate in Public Relations from an accredited college or university). Additional formal management courses an asset.
- A minimum of three (3) to five (5) years recent experience in a Communication and Marketing department demonstrating a customer-service orientation, a record of accomplishment, and a variety of work experiences relevant to the position

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- 1 year experience supervising others in a Communication and Marketing department
- Experience in developing, writing applications for grants, implementing grant deliverables as well as satisfying agency reporting requirements
- Excellent leadership and management skills. The ability to challenge, lead and inspire others to excel.
- Excellent written, verbal and presentation skills. An open communicator who inspires trust and seeks and sparks creative contributions from others. Excellent interpersonal, communication and conflict resolution skills.
- Self-starting, well organized, flexible and self directed, results-oriented individual with superior organizational skills.
- Committed to intellectual freedom and other key principles of public libraries; Commitment to principles of inclusiveness, service excellence and the Library's mission, values and goals.
- Skilled with group and team dynamics and possessing the ability to motivate, persuade and negotiate with diverse individual and groups.
- Skilled in the use of information management tools including Microsoft office suite, databases, internet/web etc.
- Knowledge of current trends and professional issues in public library services and management.
- Knowledge of, and experience with, providing, improving, and evaluating a range of library services such as outreach, volunteer programming, adult and youth services.
- Knowledge of, and experience with, the principles and methods of organizational administration such as staff supervision in a unionized environment, budgeting, communications and records management.
- Knowledge of, and experience with, the scheduling, monitoring and evaluation of multiple tasks, projects and priorities.

***Please be aware the selection process may involve any of interviews, test, and presentations or any combination thereof.***

### Applying

- The deadline for this application is 11:59pm December 17, 2017
- Please visit [www.hpl.ca](http://www.hpl.ca) and proceed to Jobs at HPL to apply through City of Hamilton recruiting site.
  - or
- Send resumes to [hr@hpl.ca](mailto:hr@hpl.ca)
- Candidates proceeding to the formal interview process will also be required to submit a minimum of three (3) references as well as copies of proof of key qualifications (i.e. degrees, certifications, licences, driving abstract)
- Submission of references also stands as consent to obtain reference checks, personal or background checks and personnel file information as the Hamilton Public Library may require in

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connection with your employment. We respect the confidentiality of applicants and check references near the final stages of the selection process.

- The successful candidate will have to provide original proof of a Criminal Record and Judicial Matters Check. It is understood that the various checks referred are for employment purposes only and you agree that you will not hold any party liable for the information given or received.
- By submitting a resume, you are declaring that the information contained is true and complete to your knowledge. You understand that a false statement may disqualify you from employment, or cause your dismissal. We thank all applicants who apply and advise that only those selected for an interview will be contacted.

The Hamilton Public Library is an equal opportunity employer that is committed to inclusive, barrier-free recruitment and selection processes. If contacted for an employment opportunity, please advise Human Resources if you require accommodation.