



## Communication Coordinator

### Job Description

This person will be responsible for Jenkintown Library's overall communications and will manage the Library's "personality" in written and visual form such that the Library's unique "Voice" emerges. This will be accomplished through regularly updating and maintaining the Library's website as well as promoting, marketing and increasing the visibility of Jenkintown Library through email, a regular newsletter, program announcements, and social media networks.

This position requires excellent computer, organization, and communication skills as well as the ability to implement social media strategies that promote Jenkintown Library. This position also requires the candidate to demonstrate creativity, self-initiative and excellent writing and photography skills.

### Reports to Library Director

### Responsibilities

- Website
  - Be proficient at regularly updating and maintaining the Library's website
  - Update the website weekly, specifically, the Home page, the Children's page, and the Teen page. The About Us page will be updated as needed with new staff, board members, photographs. The Events page will be updated as new programming requires.
  - All website photographs will include people as well as places and/or activities.
- Social Media
  - Be proficient at and stay up-to-date on the social media practices of Facebook, Instagram, Twitter
  - Be aware of new opportunities for social media marketing that may benefit the Library
  - Create posts to support fundraising efforts on Facebook and Instagram (i.e. Giving Tuesday)

9/4/2020

- Analyze the effectiveness of social media on current program practices and fundraising campaigns
- Create a minimum of four (4) posts on social media (Facebook, Instagram) per week and post more frequently as events occur. The same post may be used on both Facebook and Instagram. Each post must have a visual component (photographs, graphics)
- Create Twitter posts as needed for emergency situations that the community should know about immediately
- Programs
  - Act as a resource for library staff, Friends and volunteers in promoting various programs
  - Be proficient with the use of Canva and/or Adobe Creative Suite to create library flyers, brochures, booklets, bookmarks
  - Photograph events to be used in communications
- Newsletter
  - Produce monthly newsletter that is available digitally and in print. Newsletter is available to the public on the first (1st) day of each month and will include the current month's and the first (1st) week of the next month's events. The newsletter is a one (1) page snapshot of the Library's monthly events.
  - Produce annual Year-in-Review newsletter
- Emails
  - Be proficient at using the Constant Contact email program
  - Use email to inform the community of urgent business news of the Library and/or changes to the logistical operations of the Library
  - Use email to promote programs, events and fundraising campaigns
- Fundraising
  - Assist Fundraising Coordinator with written correspondence (i.e. solicitations, thank you notes) to ensure continuity of the Library's "Voice"
  - Participate as needed in fundraising events
- Circulation Assistance
  - Check in/check out and renew library materials
  - Issue/renew library cards
  - Answer the phone
  - Process patron fines, lost book fees and payments
  - Assist patrons with their needs
  - Troubleshoot WiFi and internet issues
  - Set-up and troubleshoot Library's technology
  - Assist set-up and break-down of Community Room before and after events and rentals

## Other

- Collaborate with staff, Friends of the Jenkintown Library and Board of Trustees on special projects & events
- Attend monthly Board of Trustees meetings and Friends & Board subcommittee meetings as necessary
- Assist with other communication-related tasks assigned by your supervisor
- Arrange regular library staff meetings via Zoom

## Hours

- 15-20 hours per week

## Qualifications

- Demonstrates strong project management skills
- Has in depth knowledge and understanding of social media platforms
- Has the ability to effectively communicate information and ideas while embodying the “Voice” of the Library
- Must be comfortable working in a team environment
- Able to work remotely, if necessary
- Must provide written and photographic samples of work
- Must be able to work well with others and relating to the public
- Must be resourceful at problem solving
- Must be able to work independently
- Must be comfortable taking initiative
- Must be detail oriented
- Proficient at working with Google Docs
- Experience working with Drupal preferred

## Competencies

- **Managerial Courage:** Does not hold back anything that needs to be said; provides current, direct, complete, and ‘actionable’ positive and corrective feedback to others; lets people know where they stand; faces up to people problems on any person or situation quickly and directly.
- **Non-Profit & Library Culture Acumen:** Knows how non-profit libraries work; knowledgeable in current and possible future policies, practice, trends and information affecting his/her organization; knows what other local organizations are doing; is aware of how strategies and tactics work in the community.
- **Drive for Results/Execution:** Can be counted on to set and exceed goals successfully; steadfastly pushes self and others for results.

- Strategic Agility: Sees ahead clearly; can anticipate future consequences and trends accurately; has broad knowledge and perspective; is future oriented; can articulately paint credible pictures and visions of possibilities and likelihoods; can create breakthrough strategies and plans.
- Decision Quality: Makes good decisions based upon a mixture analysis, wisdom, experience, and judgment; most his /her solution and suggestions turn out to be correct and accurate when judged over time; sought out by others for advice and solutions.
- Innovation Management: Is good at helping to manifest the creative ideas of others; has good judgment about which creative ideas and suggestions will work; has a sense about managing the creative process of others; can facilitate effective brainstorming; can project how potential ideas may play out in the organization.
- Interpersonal Savvy: Relates well to all kinds of people, up, down and sideways, inside and outside the organization; builds appropriate rapport; builds constructive and effective relationships; uses diplomacy and tact; can diffuse even high-tension situations comfortably; is a people builder.
- Patron Focus: Is dedicated to meeting the expectations and requirements of internal and external patrons; gets first-hand patron information and uses it for improvement in programs and services; acts with patrons in mind; establishes and maintains effective relationships with patrons and gains their trust and respect.
- Organizing: Can marshal resources (people, funding, material, support) to get things done; can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently.
- Priority Setting: Spends his/her time and the time of others on what's important; can quickly sense what will help or hinder accomplishing a goal; eliminates roadblocks; creates focus.
- Communication: ability to dialogue and convey effective message through the organization at different levels and across cultural differences; unbiased.
- Financial Acumen: understand organization needs and translates into plans and actions with a clear and measurable value proposition
- Ethical conduct: understanding of owning anticorruption practices.

#### Trial period

- Each new employee shall be considered on a trial period for 90 days

- Should the Library Director or the Board of Directors wish to terminate the employee during the trial period, she/he may do so with Board approval
- A performance review of the employee's work will be conducted during or at the end of the trial period

Potential employment is contingent on completing and submitting within 60 days of hire the results of the following background checks:

- PA State Police Criminal History
- Child Abuse History
- FBI Clearances