

## Job Description

Job Title: External Communications Manager Job Code: 909045 Job Family: Library

Pay Grade: JC.18.18 FLSA: Exempt EEO: Professionals

Department/Agency: Library Position Number(s): 100504

The following Core Competencies apply to everyone and are essential to all County jobs:

- Accountability – Follows-up on and meets commitments, takes ownership for work, and possesses a strong ability to stay focused on individual, department, and County results.
- Communication – Clearly and effectively expresses ideas and thoughts (verbally and in writing); listens actively.
- Customer Focus & Public Relations – Builds positive internal and external customer relationships; is committed to customer satisfaction; assumes responsibility for solving customer problems and ensures commitments to customers are met.
- Initiative – Independently acts to resolve problems and provide solutions; seeks out new responsibilities; generates new ideas; practices self-development.
- Safety – Understands and supports safety standards as required by the job; keeps the workplace clean and safe.
- Teamwork– Encourages and facilitates cooperation, pride, and trust among the team; fosters commitment and team spirit; works cooperatively with others to achieve overall goals.

The following Leadership Competencies apply to supervisors, managers, and executives based on designated responsibilities:

- People Management – Clearly defines subordinate roles and responsibilities; motivates employees to perform and delegates work effectively; applies consistent performance standards and handles performance problems decisively and objectively; leads by example.
- Operations Management – **Directs and guides operations in alignment with the County's and department's overall goals and objectives; ensures the execution of efficient processes to maximize the County's and department's resources;** utilizes operational knowledge to make sound decisions.
- Strategic Leadership – Determines the strategic direction of the team or department in alignment with overall county goals; effectively communicates strategies internally and externally; creates a culture to support strategies and provides mechanisms to implement them; fosters buy-in and enthusiasm with employees.

### Essential Duties:

- **Participates in the budget planning process to determine and oversee the allocation of the Library's communication** resources; manages communication budget in excess of \$300,000 annually; works with vendors to develop and renew contract proposals and ensure compliance with contracts; reviews and submits reports to communicate the status of budget and operational results
- **Supports creation of the Library's strategic goals through collaboration with Cabinet on development of external** communication strategies, department goals and associated budgets and implements with limited or no direct oversight; directs marketing and web content employees' production of weekly, monthly and annual reports; oversees communication and relationships with area print, broadcast and digital media outlets; trains or coaches staff at all levels in appropriate media relations; serves as Johnson County Library (JCL) Public Information Officer (PIO); participates with County PIO and agency PIO in group calls, meetings and initiatives; manages Web Content, social media and public website communications; writes and approves news releases, media advisories, featured articles and press materials
- Oversees the evaluation and assessment of project proposals and requests to determine feasibility and requirements; participates in the development, maintenance, and management of project plans to coordinate and oversee project progress; provides direction and support to project and work teams; trains, develops, monitors and assigns work for all employees managed and project team members assigned
- Develops and implements plans for short and long-term marketing strategies; produces and evaluates messages that communicate the value of Library services and products to constituents; maintains the Brand Book; defines, develops and oversees the end-to-end execution of public relations strategy and programs; collaborates with IT to implement marketing database that includes prospect and patron information, access to documents and reports, and applications of mailing

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lists; directs and develops promotional materials, including marketing, print and collateral copies; assists with marketing strategies for the Johnson County Library Foundation and Friends of the Johnson County Library and overseas production of materials

- Establishes and maintains all Johnson County Library external communication policies and ensures collaboration with Countywide communication policies; advises the internal communications manager/web content manager to ensure external communication messages or synergistic with internal communication messages; develop and maintain a comprehensive community engagement plan for all partners; focal point and coordinator of external organizational speaking engagement requests

### Supervisory Responsibilities:

- Yes  No This position is also responsible for the supervision and leadership of employees, which includes making employment-related decisions and/or recommendations, and formally evaluating performance.

*Duties and responsibilities, as required by business necessity may be added, deleted or changed at any time at the discretion of management, formally or informally, either verbally or in writing. Scheduling and shift assignments and work location may be changed at any time, as required by business necessity.*

### Minimum Job Requirements:

**Bachelor's degree in Communication, Journalism, Marketing, Public Relations or relevant field; five (5) years of experience** with public communication and/or development of strategic marketing plans; two (2) years leading, directing, supervising, or coordinating the work of others; three (3) years of experience working closely with journalists and responding to media requests.

*Johnson County Government requires reference/background screening for all positions. Specified criteria may vary by Department/Agency.*

### Preferred Job Requirements:

**Master's degree in Communication, Journalism, Marketing, Public Relations, or relevant field; one (1) year library or public sector experience.**

### Education/Experience Substitutions:

Yes  No Experience may be substituted for degree.

Yes  No Education may be substituted for experience.

### Physical, Environmental, and Special Working Conditions:

On call/stand-by work required.

All county employees may be called upon to assist other departments in a declared emergency situation.

Travel required 10% local and 5% outside Johnson County.

Enter physical, environment, and special working conditions from JEQ here.