

# **BRANDING AND MARKETING DIRECTOR**

**(Range 138)**

## **DEFINITION**

This position provides executive leadership and administration to design and implement a comprehensive branding, marketing, public relations, advertising, and strategic communication plan for the Library District.

## **SUPERVISION RECEIVED AND EXERCISED**

Receives administrative direction from the Executive Director.

Exercises general supervision over the Branding and Marketing Department, including public relations, electronic and print media staff.

## **RESPONSIBILITIES:**

**Essential and marginal functions and responsibilities may include, but are not limited to the following:**

1. Designs and directs branding efforts to achieve strategic goals, with significant emphasis on media and public relations, branding communications including the website and social media, market research, and brand management, both externally and internally.
2. Directs the planning and implementation of the Library District's branding, marketing and public relations strategies.
3. Ensures the efficient operation of the Branding and Marketing Department.
4. Plans and coordinates all District publications, including electronic/web content and social media content; and is responsible for graphics production including providing appropriate promotion and awareness of Library District products, services, and programs.
5. Coordinates as well as writes and edits accurate, meaningful, and readable copy for newsletters, pamphlets, public service announcements, online communication and other assigned formats for the purpose of promoting Library District services and programs.
6. Fields and directs responses to media-related inquiries.
7. Oversees the layout creation for special publications, print and electronic.
8. Serves on the Executive Director's Executive Council and advises regarding current projects and activities, and the potential effects of proposed policies and actions on various District stakeholders and community members.
9. Works with staff to coordinate a variety of activities designed to promote patronage of the Library District.
10. Develops positive and beneficial contacts and relationships with media representatives to create opportunities for keeping the Library District and its services in front of the public, and supervises the Public Relations Manager's efforts in this area.

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11. Identifies new and effective avenues of branding the Library District through collaborative community partnerships.
12. Maintains adherence to Branding Department budget in accordance with established management objectives.
13. Cooperates with a wide range of other District staff to provide input into grant writing, fundraising, and other related issues that have potential impact on branding and public relations issues.
14. Resolves a wide range of routine and non-routine personnel issues and difficult situations.
15. Exercises decision-making skills.
16. Participates on interview panels and selects staff for the Branding and Marketing Department.
17. Directs and supervises subordinate staff including scheduling, training, working with staff to correct deficiencies, disciplining, and completing performance evaluations.
18. Develops operational goals and objectives for the Branding Department.
19. Prepares and submits memoranda and reports to the Executive Director and Library District staff and management regarding Branding Department activities.
20. Conducts research, procedural, and administrative studies and prepares reports, recommending solutions or courses of action.
21. Develops, interprets, and implements Library District and Branding Department policies and procedures.
22. Ensures compliance of all pertinent Federal, State, and Local laws, regulations, and ordinances as well as all Library District policies and procedures.
23. Interacts extensively in person, over the telephone, and via e-mail with Library District staff and management, outside agencies, vendors, and patrons.
24. Maintains current knowledge of various aspects of written and graphic production both in print and through social media.
25. Stays abreast of new trends and innovations in the fields of public library services and issues, as well as branding and public relations.
26. Responds to inquiries and complaints in a courteous and timely manner.
27. Attends or conducts staff, Board, and other miscellaneous meetings.
28. Utilizes personal computers, the Internet, and e-mail.
29. Operates office equipment including but not limited to: copy machine, telephone, and facsimile machine.
30. Operates a wide variety of modern publications equipment and software applications.
31. Maintains a safe environment for both patrons and staff.

**Marginal Functions:**

1. Participates in committee work and chairs committees when needed.
2. May assist staff and management with preparation of articles for publication regarding the Library District.

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3. Attends and participates in professional association meetings and seminars.
4. Performs related duties and responsibilities as required.

**KNOWLEDGE, SKILLS, AND ABILITIES**

**Knowledge of:**

1. Research techniques, sources, media requirements, and availability of information.
2. Current literature, trends, and developments in the fields of branding and public relations, including media relations, branding communications, social media marketing and brand management.
3. Methods, materials, and techniques used in graphic design, illustration, layout, and photography.
4. Current trends in social media marketing, electronic publishing, mobile marketing, and website best practices.
5. Journalistic practices, principles, and techniques in composing, editing, and layout of branding and publicity materials.
6. Effective supervisory principles and techniques.
7. Library District, Branch, and Department policies and procedures.
8. Library District terminology and functions.
9. Correct English usage, spelling, punctuation, and grammar.

**Ability to:**

1. Exercise sound judgment and make independent decisions.
2. Supervise and direct the work of subordinate staff.
3. Accept and manage change and maintain flexibility.
4. Work quickly and accurately.
5. Maintain effective working relationships with those contacted during the course of work.
6. Plan, organize, coordinate, and edit work and projects for efficient results and accuracy.
7. Understand and follow oral and written instructions.
8. Work independently and as part of a team.
9. Communicate clearly and concisely, both orally and in writing.
10. Maintain the mental capacity for effective interaction and communication with others.

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11. Maintain the physical condition appropriate to the performance of assigned duties and responsibilities which may include:
  - standing, walking, or sitting for extended periods of time;
  - bending, reaching, stooping, and pushing;
  - lifting and carrying;
  - operating assigned equipment.
12. Maintain effective auditory and visual perception needed for:
  - making observations;
  - communicating with others;
  - reading and writing;
  - operating assigned equipment.

**Skilled in:**

1. Use of personal computers and associated software programs related to production of publicity and information materials.
2. Use of library and general office equipment.

**Training and Experience:**

Bachelor's Degree in a closely related field, required. Five (5) years of progressively responsible professional experience in a communications field that included the demonstrated abilities to: manage staff; develop, implement and coordinate a broad variety of branding and communication campaigns or strategies to market the organization; establish positive working relationships and confidence with staff and colleagues in development of responsive and successful branding, public relations, or related promotional campaigns; and ability to work as a member of a senior management team required which shall include considerable computer and software experience in writing and editing media-related communication.

**License, Certificate, or Requirements:**

Possess, or have the ability to obtain, a valid Nevada Driver's License at the time of hire.

**Physical Requirements:**

Essential and marginal functions may require maintaining a physical condition necessary for standing and walking, or frequent light lifting (5 - 10 pounds); occasional moderate lifting (11 - 20 pounds); occasional bending, stooping, reaching, and pushing; minimal dexterity in the use of fingers, limbs, or body in the operation of shop or office equipment; and working on a keyboard, sitting, or standing, for extended periods of time.

Tasks require sound perception, depth perception, color perception, texture perception, visual perception, and oral communications ability.

**Environmental Requirements:**

Tasks are performed with infrequent exposure to adverse environmental conditions.

**FLSA: EXEMPT**

**CBA: NONE**

**DEVELOPED: JULY 2, 2001**

**REVISED: APRIL 24, 2008  
JUNE 10, 2015  
NOVEMBER 18, 2015  
MARCH 12, 2018**