

## Job Descriptions

## The University of Chicago Job Description

Department Title: Director of Communications

Title/Rank: MARKETING MANAGER

Requisition No.: 076743

Department: 454770000-Library Office

Division: Library

Reports to: Judith Nadler, Director

Job Code: 8631-34

**General Summary:**

Direct the Library's efforts with regard to overall communications strategies. Develop and implement a comprehensive communications plan that creates maximum visibility and recognition of the Library as a national leader among academic libraries and a partner in the University's research and teaching programs. Position reports to the Director of the Library.

This is a three year appointment.

**40% Communications:**

Create and maintain a strategic communication plan and program for the Library which conveys a consistent and appropriate content-based image to various audiences and allows for sufficient flexibility to accommodate the diverse needs and activities of the Library.

Develop a communications plan for the Library that supports identified goals; consult with stakeholders to identify needs, objectives and design approaches; develop and implement branding strategies and design standards; ensure quality and appropriateness of institutional marketing/communications activities.

Provide strategic communications counsel to the senior leadership of the Library and provide guidance to and coordination with other organizational units in the implementation of institutional communications and marketing strategies.

Coordinate surveys, evaluations and assessment of the Library's external communications activities.

Develop strategies to attract external funding.

Coordinate with The University of Chicago Communications Office for the development of story ideas, the preparation of press releases, the arrangement of press coverage, and the management of external media relations.

**Essential Functions:**

**35% Programming:**

Develop, coordinate and execute events in consultation with Library staff and in collaboration with the Library Development Office, with the goal of publicizing the Library's collections locally and nationally and/or encouraging a sense of community and the exchange of ideas on the Chicago Campus. Develop and promote an image of the Library as the place all members of the University have in common.

Actively seek, coordinate, and implement programming opportunities with other departments, programs and groups on campus and beyond, with the goal of increasing the Library's visibility and involvement in the life of the University. Coordinate programmatic efforts with Library Development to stimulate donor cultivation and to ensure that appropriate donor recognition objectives are achieved.

**25% Publications:**

Direct and coordinate the Library's external publication program, print and electronic, which encompasses Libra (a bi-annual newsletter for the faculty and University community), the Library annual report, and entries in various University publications, national directories, and occasional publications. Oversee the creation and revision of Library publications, print and electronic, ensuring that all materials produced for public use reflect a uniform standard of visual representation and the Library's graphic identity. Conceive, develop, and oversee projects to market the Library through note cards, posters, and other promotional items drawing on materials from the collection.

**Other Functions:**

**Qualifications:**

Bachelor's degree required; MLS degree from an ALA-accredited program and/or a relevant graduate degree preferred; at least seven years of progressively responsible communications experience required; experience working effectively with staff to achieve multiple strategic objectives required; experience working in an institution of higher education and/or an academic research library preferred; proficiency with computers required; ability to organize, establish objectives and priorities and achieve goals in an organizational environment committed to outreach required; quantifiable management, motivational and pragmatic consensus-building skills required; strong interpersonal skills and the temperament to work effectively with a wide variety of constituencies, both inside and outside the organization required; effective written and verbal communication skills required; comfortable working in a decentralized organizational environment required; good knowledge of graphic design and marketing strategies and knowledge of current trends in information technology and their applications to communication strategies required; knowledge of current and emerging communications and marketing issues and trends applicable to educational institutions preferred. A cover letter, resume and reference contact information are required to be considered for this position.

**Mental Demands:**

Ability to organize, establish objectives and priorities and achieve goals in an organizational environment committed to outreach; management, motivational and pragmatic consensus-building skills; strong interpersonal skills and the temperament to work effectively with a wide variety of constituencies, both inside and outside the organization; effective written and verbal communication skills; comfortable working in a decentralized organizational environment; good knowledge of graphic design and marketing strategies and knowledge of current trends in information technology and their applications to communication strategies.

**Physical Demands:**

Ability to sit for long periods of time.

**Posting Date:**

07-27-2007

**Disclaimer:**

The above statements are intended to describe the general nature and level of the work being performed by people assigned to this job. They are not an exhaustive list of all duties and responsibilities associated with it.

**Signatures:**

Employee's Signature

Date

Supervisor's Signature

Date



## COLORADO STATE UNIVERSITY LIBRARIES

### Position Description

#### Assistant Director of Development and Communications

**Responsibilities:** The Assistant Director of Development and Communications will work with the Dean, the Director of Development, and libraries personnel to develop, execute, and continually monitor the effectiveness of University Libraries' public relations and marketing strategies, serve as the marketing coordinator, oversee library publications, and participate significantly in Web site development and integration of marketing messages.

The Assistant Director will also work with the Director of Development in planning and implementing a comprehensive program to build relationships and generate support from alumni, friends, foundations, and corporations in addition to other assignments delegated by the Director and/or Dean. This position reports to the Dean of the Libraries.

#### **Marketing Duties**

- Develop a marketing plan for the Libraries that aligns with the organization's strategic plan to increase public profile, use, and support of the organization and manage associated budget.
- Coordinate, lead implementation, and continuously monitor the organization's brand identity.
- Direct periodic marketing research to assess constituent needs and organizational effectiveness.
- Devise and implement specific communication strategies and marketing communication materials to support various programs and services of the organization.

#### **Publications Duties**

- Serve as editor of major library publications including *Stay Connected* (published quarterly) and *Library Connection* (published biannually).
- Working with appropriate library personnel, develop publicity materials for programs, exhibits, events, and services including Ram Welcome, home coming, and others.

**Web Communication Duties**

- Working with the Web Developer, participate in the development of the Libraries' Web site and integrating consistency and marketing messages as appropriate.
- Develop and manage organization's giving, news, mission and goals sub sites.
- Working closely with appropriate libraries personnel, develop and serve as editor of online library publications.

**Development Duties**

- Develop promotional strategies and printed materials for major library development events.
- Oversees and directs annual giving activities for the college. Responsible for creating and designing mass mailings, tracking responses, researching biographical data of participants, and filling requests of participants.
  - Liaison to Call-A-Ram Program: Responsibilities include coordinating tours for the callers and preparing college related material for the drive.
- Writes development proposals for foundations and corporations and identifies grant opportunities as assigned by the Development Director.
- Coordinates the Writers on the Plains program.
- Assists in stewardship activities and cultivating relationships with donors, potential donors, foundations, and corporations.
- Researches, compiles, and analyzes information pertaining to the major giving potential of foundations, corporations and individuals by organizing data from electronic databases and communication with department personnel.

**Qualifications:** Required: Bachelor's Degree preferably in marketing, journalism, English, communications or related field. Minimum 3 years experience in publications and copy writing. Minimum 1 year of fundraising experience. Experience with publishing software (InDesign, Illustrator, Photoshop, Acrobat) and HTML. Excellent interpersonal and communications skills, ability to set priorities, coordinate multiple projects, and work effectively with diverse groups.

**Rank and Salary:** Full time, administrative professional with an annual salary of \$47,000. Insurance benefits are provided through a "cafeteria" allocation; administrative professionals may select from several options for medical, life, dental, and personal disability insurance, as well as retirement plans; 24 days of vacation and 15 days of sick leave annually; optional deferred compensation.

THE UNIVERSITY OF IOWA LIBRARIES  
IOWA CITY, IA

**POSITION DESCRIPTION**

**Name of Incumbent:**  
**Position/Department:** Coordinator, Public Relations  
**Position Status:** 70% Time/ 28 hours per week  
**Current Rank:** Program Associate I

General Responsibilities

Designing, initiating, and implementing communications strategies, projects and events to inform the UI campus and the public of the collections, services, activities, and accomplishments of the University of Iowa Libraries and its staff. These responsibilities are conducted in consultation with the University Librarian, the Director of Development for the Libraries, and other Libraries' staff as appropriate.

Specific Responsibilities

1. Write, edit and issue announcements, press releases, articles and other communications regarding the Libraries of a public relations nature, serving as liaison to the University News Services.
2. Supervise production of special promotions for current and prospective donors as defined by the University Librarian in consultation with the Development Director. This includes, but is not limited to, the writing, and editing of Bindings, the donor newsletter; other articles as needed; mailings and marketing projects that target specific donors or alumni groups.
3. Work with Development Advisory Board members on advancement projects and events. Cultivate Board member input, viewpoints and participation as appropriate.
4. Develop event themes/focus, budgets, schedules and marketing plan; oversee event implementation.
5. Serve as ex-officio member of the Main Library Exhibition Committee, working with committee members to encourage the creation of high quality exhibits.
6. Serve as Chair of the Public Relations Advisory Committee. Work with members to develop PR ideas, prioritize, PR-relevant activities and collect feedback about the public relations program.
7. Serve as advisor to Libraries' Webmaster by providing leadership in enhancing the quality of the Libraries web presence and coordinate the development and enforcement of policies regarding websites that offer information about the UI Libraries and its services.
8. Develop a public relations activities plan, adapting it over time to evolving needs and public expectations.
9. Provide professional advice and consultation services to library staff concerning public relations issues.
10. Serve as liaison to University Relations and Collegiate External Relations Group.
11. **Civil and Respectful Interactions:** Demonstrates respect for all members of the University community in the course of performing one's duties and in response to administrators, supervisors, coworkers, and customers.
12. **Diversity and Inclusion:** Welcomes the richness of talent from a diverse workforce and recognizes that diversity brings stimulation, challenge, and energy that contribute to a productive and effective workplace.
13. **Leadership Accountability:** Represents the interests of the University and of unit leadership in the use of resources to meet service and productivity demands within unit goals and budgets; strives to promote continual process and quality improvement.
14. **Learning and Professional Development:** Seeks opportunities to enhance one's own professional knowledge, skills, and abilities as they relate to one's current position and/or to prepare for potential future roles and overall career development.