



Marketing & Communications Manager

Centerville, Ohio

The Washington-Centerville Public Library, a busy mid-sized suburban library serving a population of approximately 56,000 citizens in the communities of Centerville and Washington Township, is seeking a Marketing & Communications Manager to help us fulfill our [Mission and Values](#) and demonstrate our [Customer Service Philosophy](#)

Essential Duties & Responsibilities

- Assess library service needs of Centerville & Washington Township residents, library patrons and special target groups via formal and informal market research methods.
- Support the Library's Strategic Plan by developing and executing marketing and promotional plans regarding library products, materials, and services.
- Develop and implement brand standards and ensure consistent branding of promotional materials and signage.
- Assist Outreach Services with community events including participation in Americana Festival.
- Develop connections and collaborations with community agencies and organizations to increase the Library's presence in the community via joint projects, promotions and initiatives.
- Serve as Library's liaison to the media including writing and distributing press releases publicizing library activities and accomplishments.
- Research grant opportunities; oversee grant proposal process in coordination with Operations Team.
- Advocate for state and local funding with key stakeholders, including local and elected officials and State Legislators.
- Research, propose and implement ideas that set WCPL apart from other libraries and respond to the needs of the community.
- Provide staff oversight, training and development; monitor and evaluate work performance and provide performance feedback as needed within the department.
- Develop content for monthly/annual reports, and statistical reports for presentation to the Board, staff and patrons.
- Provide site management for patron, staff, or facilities issues as needed.
- Perform other responsibilities as apparent or assigned.

Required Skills & Knowledge

- Bachelor's degree in Marketing, Communications or related field required; Master's degree considered a plus.
- Minimum of four years Marketing/PR experience.
- Minimum of two years supervisory experience.
- Excellent oral and written communication skills to include advanced presentation skills and public speaking ability.
- Expert graphics/desktop publishing and design skills.
- Excellent Office 365 software skills.
- Experienced in forecasting, planning and project management.
- Administrative mindset; global orientation.
- Fact-based, analytical decision maker.
- Experienced in media relations.
- Extrapolate and apply information creatively.
- Self-motivated, organized, efficient, and productive with excellent time management skills.
- Multi-tasking – handle multiple projects with competing deadlines.
- Collaborative, hands-on style with exceptional follow through and a sense of humor; good motivations skills.

Compensation & Benefits

- Starting wage is \$33.28 per hour
- Excellent benefits package including participation in Ohio Public Employees Retirement System (OPERS)

Status/Schedule of Hours

- Exempt position, 40 hours per week; may require occasional evenings and weekends
- Position is located at the Woodbourne Library

To Apply

To be considered for this position, please submit cover letter, resume and WCPL application to: Human Resources, **MCMGR224WP**, Washington-Centerville Public Library, 111 West Spring Valley Road, Centerville, OH 45458 or email to: HumanResources@wcpl.lib.oh.us

- WCPL Application can be found at www.wclibrary.info under Employment

All offers of employment will be contingent upon the candidate successfully completing a Bureau of Criminal Identification (BCI) fingerprint check.