

Flathead County is an equal opportunity employer. Flathead County shall, upon request, provide reasonable accommodations to otherwise qualified individuals with disabilities.

This job description is intended to reflect core areas of responsibility and an incumbent employees' knowledge and skill set needed to complete those functions. This document is not intended to catalog each individual duty; employees are routinely called upon to address emerging employer requirements in alignment with individual work units and assignments of jobs. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer change.

Job Title: Communications & Marketing Coordinator	Job Code: 06070
Department: ImagineIF Libraries	Pay Grade: Stnd 30
Reports to: Library Director	FLSA Status: <input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt

Department Overview: ImagineIF Libraries is a multi-facility County Library system with locations in Kalispell, Columbia Falls, Bigfork and Marion. ImagineIF is a participatory library that designs hands-on learning experiences for people of all ages. With a focus on outreach and community connection, ImagineIF delivers many services outside of the library buildings.

Job Summary: Under the general supervision of the Director performs work as a Communications and Marketing Coordinator to create and implement the strategic ImagineIF Libraries Communications and Marketing Plan. Facilitates the Communications Team and the creation and dissemination of all marketing collateral including multi-media, web and print. Develops system-wide initiatives including special events. Participates on the Library Leadership Team.

Essential Functions (Major Duties or Responsibilities): *These duties are the essential functions and are not all-inclusive of all duties that the incumbent performs.*

- Manage all aspects of the ImagineIF brand including collateral, brand guidelines, creative work and internal communications.
- Develop and implement the Communications and Marketing Plan with the Communications Team, including:
 - Facilitate and manage the Communications Team
 - Create and distribute press releases
 - Conduct radio and TV interviews
 - Update website
 - Manage online and print event calendars
 - Manage email newsletters
 - Plan and implement social media presence
 - Create publicity materials for events, programs and services
 - Promote special events
 - Coordinate photography and videography
 - Create or oversee creation of all collateral
 - Coordinate large marketing campaigns with outside graphic designers
- Develop and implement the internal communications plan.
- Participate on the Library Leadership and Management Teams.
- Represent ImagineIF at a variety of community functions.
- Prepare and/or assist with the preparation of grant proposals.
- Plan and facilitate community meetings, programs or other ImagineIF activities.

- Perform general activities including statistics report for the Library Board.
- Promote library services through conversations with individuals or presentations to local organizations and community groups.
- Perform related duties as required or directed.

Non-Essential Functions:

Incumbents may be requested to perform functions relevant to the position but not listed above.

Physical Demands and Working Conditions:

- Work is typically performed in a normal office environment, although occasionally will be required to provide outreach in a variety of settings, which may require climbing of stairs and driving a motor vehicle for transportation.
- Frequently required to sit, talk, write, listen and read.
- Requires vision sufficient to read printed materials and design effective marketing materials.
- Requires hearing sufficient to hear conversations in person and over the phone.
- Requires dexterity to operate office equipment.
- Requires mobility to move in a normal office environment and conduct presentations on and offsite.
- Requires strength sufficient to lift and carry office supplies and materials.
- Requires endurance sufficient to maintain activity throughout the entire shift.

Supervision Exercised: This is a supervisory position.

Knowledge, Skills, and Abilities:

- Knowledge of graphic design principals and software.
- Knowledge of effective communication techniques.
- Skills in communications and marketing, including strategic planning.
- Skills in project management fundamentals: research, development and implementation of complex projects with multiple stakeholders.
- Skills in communicating effectively in writing and verbally.
- Ability to collaborate successfully in a team-based environment.
- Ability to facilitate a creative group process.
- Ability to take a teamwork approach by cooperating with others, offering to help others when needed, and considering larger organization or team goals.
- Ability to think creatively and problem-solve.
- Ability to obtain and maintain a valid driver's license with a safe driving record.
- Ability to use tact, good reasoning abilities and sound judgement.
- Ability to have a positive, calm approach and a sense of fun.
- Ability to demonstrate leadership to staff.
- Ability to coach and develop individual team members.
- Ability to effectively process and manage change and transitions.
- Ability to establish and maintain effective working relationships; including co-workers, supervisors, other professionals and the public, especially when dealing with sensitive matters.

Education and Experience:

Requires a bachelor's of art degree in communications course of study, with a master's degree preferred,

or three years of experience in a communications and marketing position with progressive responsibilities; or any combination of training and experience which indicates possession of the knowledge, skills, and abilities listed.

Action	Date	Reference
Adopted	5/23/2016	Commissioners' Minutes