



DIRECTOR OF PUBLIC RELATIONS, MARKETING & PROMOTIONS

Library 21c

40 hours per week, exempt

Open to all qualified current staff and external applicants.

Date Posted: March 21, 2024

Location: 1175 Chapel Hills Dr., Colorado Springs, CO 80920

Starting Wage: \$39.95 per hour - \$50.34 per hour + full benefits
(for benefits information, please see ppld.org/careers/benefits)

Position Hours: 40 hours per week per the following schedule:

Monday - Friday, core hours of 8 - 5 p.m.

Possibly early mornings and weekends as needed. Will be on-call for emergency messaging posting to the media and staff.

Note: Regular schedule may be subject to minor changes due to required meetings, training events, etc. Also, management may require modifications to a position's schedule, days, times and locations at any time as the needs of the Library District change.

Application Procedure:

1. Complete a PPLD online application located at ppld.org/Jobs at the Application Tab. If It is an internal only job posting, please log In to ESS to fill the application.
2. Attachments should be submitted online in the following file types: .doc, .docx, .xls, .xlsx, .pdf, .htm
3. Requires resume and cover letter. Applications will not be considered without a resume and cover letter.
4. If you require an accommodation to complete your job application, please contact the Human Resources Office at (719) 531 - 6333, ext. 6380 or send an email to sgollapalli@ppld.org

Closing Date: This position is open until filled.

EOE: As an Equal Opportunity Employer, Pikes Peak Library District does not discriminate on the basis of race, color, religion, sex, age, national origin, disability, pregnancy, sexual orientation including gender expression, military status, or any other status protected by law or regulation. It is our intention that all qualified applicants are given equal opportunity and that selection decisions be based on job-related factors. The library reserves the right to hire more than one person per advertised vacancy.

DIRECTOR – PR, MARKETING & PROMOTIONS (cont.)

Position Summary

Operates in a diverse environment to help fulfill the Library's mission by leading successful planning, implementation, execution, and evaluation of all marketing communication for Pikes Peak Library District. Provide strategic direction and oversight for promotions, public/media relations, and advertising, as well as daily management for marketing staff.

Essential Functions

Functions listed are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

- Directs and motivates the team of public relations and marketing staff; ensures strong alignment, collaboration, and communication. Hires, trains, and coaches marketing staff; provides ongoing feedback, mentorship, and performance management, as well as supports individual staff development.
- Develops and manages all marketing communication strategies, plans, budgets, and processes for District-wide campaigns, initiatives, and high-visibility programs, as well as metrics and key performance indicators, in conjunction with marketing team.
- Drives team's decision-making, planning, implementation, execution, and evaluation of District-wide public relations and marketing for Library services, resources, and facilities across assets and external channels.
- Leads marketing staff in the strategic development and execution of departmental promotional campaigns.
- Serves as a spokesperson and the media contact for District-wide matters to include major announcements and policy changes, as well as issues communication.
- Spearheads new initiatives and major campaigns to support departmental and organizational goals; evaluates PR/marketing efforts, target audiences, and emerging trends to inform future endeavors.
- Serves as steward of PPLD's brand identity; ensures cohesiveness and consistency of branding and messaging across all external communication assets and channels of PPLD.
- Serves as a Managing Editor of all District-wide publications and collateral; directs such projects throughout lifecycle, as well as contributes to copywriting and editing.
- Collaborates with internal and external stakeholders to ensure strong relationships and alignment with marketing communication goals; makes strategic recommendations and provides training regarding best practices around PR, marketing/promotion, and brand ambassadorship.
- Manages key vendor relationships and contracts, such as advertising and marketing sponsorships.
- Supports Chief Communications & Marketing Officer with high-level planning, research, and analysis regarding strategic plans and budgets, public perception, audience segmentation, customer journeys, brand positioning, and thought leadership.
- Leads day-to-day operations of department in absence of Chief Communications & Marketing Officer.

DIRECTOR – PR, MARKETING & PROMOTIONS (cont.)

Additional Duties and Responsibilities

Duties are considered non-essential and include the following:

- Keeps informed about Library and department information; maintains active knowledge of current activities and strategic initiatives across District.
- Represents PPLD at public events and meetings, as well as participates in community presentations and other speaking engagement opportunities.
- Analyzes data, as well as prepares monthly reports for marketing communications.
- Serves as a role model for staff; maintains courteous, positive image of Library.
- Participates in special projects as assigned, including initiatives, campaigns, and/or events.
- Encourages staff participation and engages in professional development and educational opportunities from community and professional organizations to internal committees and teams.
- Attends and co-leads regular department meetings and scheduled all-staff meetings.
- Performs other job-related duties as assigned

Required Knowledge, Skills, and Abilities

The employee is expected to perform or possess the following:

- Thorough knowledge of PPLD's policies and procedures, with ability to follow them and communicate them to internal and external stakeholders.
- Ability to function as a spokesperson and brand ambassador of PPLD by promoting its mission and vision.
- Adept understanding of library services and departmental guidelines, standards, and priorities.
- Demonstrates advanced knowledge of public relations, marketing communications, branding, and reputation management, including best practices, innovative solutions, and emerging trends.
- Ability to direct and manage creative staff, while motivating and empowering them to achieve goals and pursue professional development.
- Exhibits leadership, sound judgment, and professional demeanor in all situations; thinks and acts appropriately under pressure.
- Demonstrates ability to be a strategic planner and task master; demonstrates strong project management that guides teams in reaching goals and meeting deadlines in fast-paced, detail-rich environment.
- Demonstrates excellent collaboration and customer service skills with staff, media, partners, patrons, and vendors; exhibits excellent oral, written, and interpersonal communication skills.
- Demonstrates superb public speaking and presentation skills, as well as excellent copywriting, editing, and proofreading skills; comfortable using AP Style.
- Ability to be responsive, adaptable, and supportive team player who values working in a diverse environment with people of various backgrounds, perspectives, and cultures.
- Exhibits proficiency in using application software and other platforms, including but not limited to: Microsoft 365 applications, Word, Outlook, PowerPoint, Excel, project management, social media, website, email marketing, graphic design, customer relationship management, and standard office equipment.
- Maintains effective relationships within the department, with staff at all levels, community partners and the public at large.

DIRECTOR – PR, MARKETING & PROMOTIONS (cont.)

- Ability to work a flexible schedule when needed; occasional early mornings, evenings, and weekend hours may be necessary for events and other library-related activities. Has regular on-time attendance.

Education and Experience:

- Requires a minimum of six years of professional experience in marketing, media buying, public relations, branding, or a related field, with a proven track record of leading successful initiatives and serving as an organizational spokesperson. A minimum of two years of staff supervision experience is preferred.
- Requires a bachelor's degree in communications, marketing, journalism, or a related field, which can be substituted with a minimum of eight years of relevant professional experience. Master's degree is preferred.
- Previous experience working with public information in a library, nonprofit, or governmental setting is preferred.
- Bilingual ability is a plus in serving a diverse community.
- Must have access to reliable transportation for local travel.

Physical and Environmental Conditions:

Work is primarily conducted in an office setting that provides comfortable lighting, temperature, and air conditions. Position requires the ability to sit and use a computer or standard office equipment for extended periods. Position requires the ability to stand for extended periods of time. Position requires the ability to occasionally reach, bend, climb, twist and squat. Position requires the ability to lift and move equipment weighing up to 30 pounds.

Work environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices or meeting rooms, e.g., use of safe workplace practices with office equipment, and/or avoidance of trips and falls and observance of fire regulations.

This position is eligible for telecommuting with supervisor approval and based on employee performance. Employees will be required to attend in-person meetings, trainings, or events at the Library as directed by their supervisor or as necessary for the performance of their job duties.

The above position description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.

DIRECTOR – PR, MARKETING & PROMOTIONS (cont.)

Conditions of Employment:

All selected candidates...

- are required to complete a Department of Homeland Security I-9 Form at the time of hire and must be able to provide acceptable documentation in order to verify his/her legal right to be employed in the U.S. (pursuant to the Immigration Reform and Control Act of 1986). Pikes Peak Library District participates in E-Verify.
 - are subject to a full reference and background investigation including verification of identification (including verification of Social Security number using USCIS E-Verify), education, former employment, and criminal history.
 - may be uniformly tested for job-related skills and required physical abilities.
 - may be required to undergo a physical examination after a job offer is extended in order to ensure that the job's physical requirements are met.
 - must understand and comply with PPLD's drug-free workplace policy.
 - understand and agree that they have been hired at the will of the employer and that employment may be terminated at any time, with or without reason, and with or without notice In accordance with Colorado law.
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