



JOB DESCRIPTION – LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT

JOB TITLE: Branding & Marketing Manager

EXEMPTION STATUS: Exempt

JOB CATEGORY: Official and Administrators

BARGAINING UNIT: Manager

GENERAL SUMMARY:

Under the general supervision of the Branding & Marketing Director, the Branding & Marketing Manager is responsible for assisting with the operational and administrative Leadership processes, procedures, strategies, planning and implementations related to the Clark County-Las Vegas Library District's (District) marketing and communications services and programs. These include but are not limited to advertising, public relations and social media, to promote and raise awareness of library programs, events, and partnerships. Fosters and maintains a diverse, equitable, inclusive and accessible work environment. May require travel between District Branches.

ESSENTIAL DUTIES & RESPONSIBILITIES:

1. Responsible for assisting with the day-to-day operational management of the Branding and Marketing function:
 - a. Plans short-term (daily to annual) operational goals for assigned services or programs.
 - b. Organizes assigned services, programs, and employees to achieve established goals.
 - c. Staffs assigned services and programs within budgetary guidelines to meet service demand and requisite skill needs.
 - d. Prepares periodic special reports and analyses of project operations for department management including planning documents and objective measurements.
 - e. Coordinates with other programs and other District services to meet established District Goals.
 - f. Develops, maintains, and monitors key reporting metrics to achieve and control desired quality outcomes.
 - g. Develops, maintains and monitors annual service or program Budget to achieve established goals and utilize District resources in an efficient and effective manner.

2. Assists in the supervision of assigned staff including but not limited to:
 - a. Performance Coaching & Management.
 - b. Career Counseling & Development.
 - c. Conflict Resolution.
3. Develops and executes the local and national public relations strategy, writes news releases, and pitches stories. Fields and directs responses to media inquiries. Develops positive and beneficial contacts and relationships with media representatives to create opportunities for keeping the District and its services in front of the public.
4. Plans the print and digital advertising schedule to drive awareness of District products, services, and programs.
5. Writes accurate, creative, and readable copy for District promotional materials, including: newsletters, scripts, collateral, and public service announcements.
6. Writes communications for the Executive Director, including talking points, scripts, presentations, columns, and communications to employees. Prepares award entries and nominations for the District and the Executive Director.
7. Manages the District's LinkedIn page and responds to Public Records requests.
8. Monitors and ensures compliance with all federal, state and local laws, regulations, codes, best practices, and District Policies and Procedures.
9. Performs other duties as assigned.

CORE COMPETENCIES:

- Customer Service
- Microsoft Word & Excel
- Public Service Ethics
- Journalistic Principles & Graphic Design
- English grammar, writing and editing
- Public Relations and Marketing Principles

KNOWLEDGE, SKILLS, AND ABILITIES:

- **EDUCATION:**

Required: Bachelor's degree in Journalism or related field.

Preferred: Master's degree in Journalism or related field.

- **EXPERIENCE:**

Required: Ten (10) years of progressively responsible professional experience in the marketing or communications field with at least four (4) of those years in a Supervisory or management role.

Preferred: N/A

- **PHYSICAL REQUIREMENTS:** Work is primarily performed in an office setting with frequent local travel required. Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as books, files, laptops or electronic devices. Although work is primarily performed in an office setting, a limited amount of bending, lifting, walking or standing is often necessary to carry out job duties.

ADDITIONAL KNOWLEDGE, SKILLS, & ABILITIES:

- Knowledge of current trends, best practices, and recent developments in the field of Journalism and Communications.
- Ability to motivate and supervise staff.
- Ability to accurately prepare and deliver communications.
- Ability to handle stressful situations with professional composure.
- Ability to communicate effectively in both oral and written form.
- Ability to maintain effective interpersonal relationships.
- Ability to implement change initiatives related to administrative processes and technologies.
- Ability to travel as required.

DEVELOPED: October 25, 2021

REVISED: February 9, 2023