



JOB DESCRIPTION – LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT

JOB TITLE: Branding and Marketing Director

EXEMPTION STATUS: Exempt

JOB CATEGORY: Officials & Administrators

BARGAINING UNIT: Ineligible

GENERAL SUMMARY:

Provides executive leadership and administration to design and implement a comprehensive branding, marketing, public relations, advertising, and strategic communication plan for the Library District (District). Receives administrative direction from the Executive Director. Exercises general supervision over the Branding and Marketing Department, including public relations, electronic and print media staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Designs and directs branding efforts to achieve strategic goals, with significant emphasis on media and public relations, branding communications including the website and social media, market research, and brand management, both externally and internally. Ensures the efficient operation of the Branding and Marketing Department.
2. Directs assigned staff including but not limited to:
 - a. Performance Coaching & Management.
 - b. Career Counseling & Development.
 - c. Conflict Resolution.
3. Plans and implements the District's branding, marketing and public relations strategies; coordinates all District publications, including electronic/web content and social media content; and is responsible for graphics production including providing appropriate promotion and awareness of the District's products, services, and programs.
4. Coordinates as well as writes and edits accurate, meaningful, and readable copy for newsletters, pamphlets, public service announcements, online communication and other assigned formats for the purpose of promoting Library District services and programs.
5. Fields and directs responses to media-related inquiries. Identifies new and effective avenues of branding the District through collaborative community partnerships.
6. Serves on the Executive Director's Executive Council and advises regarding current

projects and activities, and the potential effects of proposed policies and actions on various District stakeholders and community members.

7. Develops operational goals and objectives for the Branding Department.
8. Conducts research, procedural, and administrative studies and prepares reports, recommending solutions or courses of action.
9. Develops, interprets, and implements District and Branding Department's policies and procedures.
10. Works with staff to coordinate a variety of activities designed to promote patronage of the District.
11. Develops positive and beneficial contacts and relationships with media representatives to create opportunities for keeping the Library District and its services in front of the public, and supervises the Public Relations Manager's efforts in this area.
12. Monitors and ensures compliance with all federal, state and local laws, regulations, codes, best practices, and District Policies and Procedures.
13. Performs other duties as assigned.

CORE COMPETENCIES:

- Customer Service
- MS Word & Excel
- Public Service Ethics
- Journalistic Principles & Graphic Design
- English grammar, Writing and Editing
- Public Relations and Marketing Principles

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

- **EDUCATION:**

Required: Bachelor's Degree in Journalism or closely related field.

Preferred: Master's Degree in Journalism or closely 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: July 2, 2001

UPDATED: March 12, 2018