

CITY OF CEDAR RAPIDS POSITION PROFILE	JOB CODE #/TITLE: NB052 Community Relations Manager
POSITION #/TITLE: 2583 Community Relations Manager	Adopted: 05-09
	Revised: 07-16

POSITION DESCRIPTION

Dept: Cedar Rapids Public Library	Manager Level: Manager
Salary Plan/Description: NBU/Non-Bargaining Unit	Salary Grade: 16
Reports To Position #/Job Code #/JC Title: 0565/NB106/Library Director	Dotted-line Reports To Position #/Job Code #/JC Title:
FLSA Status: Exempt	City Overtime Status (Employee Type): Exempt (Salaried)
Physical Demand Rating: Light	Work Environment: Controlled
Pre-employment Testing: Drug and health screening after contingent offer.	Position Testing: Job fit assessment
Personal Protective Equipment: None	

General Statement of Duties

Work under direction from the Library Director. Develops procedures and implements all products, content and services that define the Library's corporate identity including communications, branding, logo, signage and campaigns for the Cedar Rapids Public Library (CRPL). Manages and supervises all Library patron growth and retention initiatives. Performs related work as required.

Distinguishing Features of the Class

Considerable leeway is granted for the exercise of independent judgment and initiative. Supervision is exercised over the work of employees assigned to programming and event planning, including volunteers, for the Cedar Rapids Public Library.

Examples of Essential Work (Illustrative Only)

Plans the policies, procedures and operations of the Community Relations division of the Library;
 Provides strategic and tactical leadership as member of Library's management team;
 Hires, trains, supervises and evaluates employees involved in the activities of library promotion, marketing and advocacy;
 Schedules staff in order to meet assigned needs of the department and its initiatives;
 Manages both internal and external organizational communication;
 Writes grants to fund specific community oriented Library programs;
 Manages the Library's volunteer efforts;
 Forges and strengthens the Library's brand and brand image;
 Supervises digital content creation for media campaigns and website content;
 Represents the Library to the media and public;
 Advises the management team on projects related to community relations and marketing;
 Evaluates the success of programs in fulfilling the needs of the target audience as well as promoting CRPL usage, awareness and image;
 Manages the preparation of print and digital communications;
 Develops and implements a product line approach to promoting library programs and services;

Recruits and trains volunteers as needed to assist with library programs and services;
Oversees planning, implementation and evaluation of community information and marketing activities that support CRPL mission and goals;
Works closely with the Programming Manager to publicize library events;
Oversees website content and delivery for the Cedar Rapids Public Library;
Provides statistical analysis and recommendations as requested;
Oversees the planning, development and implementation of patron growth and retention initiatives that draw citizens to the Library and motivates them to utilize library products and services;
Coordinates and partners with the other area organizations to present meaningful opportunities and advocacy to the public;
Collects information for budget preparation;
Responds to requests for information from the public regarding Library;
Attends mandatory training sessions;
Conducts timely performance reviews and monitors performance and staffing needs;
Performs all work duties and activities in accordance with City policies, procedures and safety practices;
Attends work regularly at the designated place and time;
Supports continuous process improvement initiatives;
Performs related work as required.

Required Knowledge and Abilities

Thorough knowledge of modern marketing and public information strategies and planning;
Thorough knowledge of the socio-economic, cultural, ethnic, historical and other such issues related to the background and characteristics of the community;
Thorough knowledge of the public relations functions of promoting a public institution such as a Library;
Thorough knowledge of library processes, policies and procedures;
Thorough knowledge of business arithmetic and statistical preparation and presentation methods and procedures;
Ability to effectively communicate with and cooperate with a wide variety of people;
Ability in persuasion and negotiation;
Ability in organizational development, team building and group processes;
Ability to effectively coordinate and develop volunteer services;
Ability to communicate effectively and maintain working relationships with other members of the Library staff, volunteers, media representatives, library donors, local government officials and the public;
Ability to organize detail material;
Ability to operate a digital camera;
Ability to operate a personal computer using program applications appropriate to assigned duties and responsibilities;
Ability to work cooperatively and to maintain effective working relationships to accomplish job responsibilities;
Ability to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology;
Ingenuity and inventiveness in the performance of assigned tasks.

Acceptable Experience and Training

Graduation from an accredited college or university with a Bachelor's Degree in public relations, communications, journalism, or marketing or other appropriate field; and
Considerable experience in community organizations, programming, public relations, or marketing; and
Considerable experience in staff supervision and management; or
Any equivalent combination of experience and training which provides the knowledge and abilities necessary to perform the work.

Required Special Qualifications
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None

Essential Physical Abilities

Requires the following with or without reasonable accommodation:

Sufficient clarity of speech and hearing, which permits the employee to communicate effectively;

Sufficient vision, which permits the employee to review a wide variety of written reports and other materials in both hard copy and electronic form;

Sufficient manual dexterity, which permits the employee to operate a computer keyboard and process library materials;

Sufficient personal mobility, which permits the employee to monitor and supervise library operations and to attend meetings at various locations.