

Librarian III – Assistant Director of Planning and Communications

Job Summary: Reporting to the Library Director, the Assistant Director for Planning and Communication is responsible for coordinating and refining the strategic and long range planning processes including implementation and measurement of the plan and projects. The Assistant Director is also responsible for the development of external communications strategies for the library including social media strategy and the development of content for the library's website. Helps to coordinate space planning projects. Directs the activities and evaluates the performance of assigned staff.

Hours per week: 35 hours per week

Duties:

- In collaboration with the Library Board, Library Director and staff, coordinates the development and updating of the Library's strategic plan including implementation and measurement of the plan and projects.
- Provides advice, consultation and direction on organization-wide projects such as strategic planning, space planning projects, communications and stakeholder engagement.
- Communicates information concerning library plans and projects to staff, the Library Board and stakeholders as appropriate.
- Coordinates the annual Board Retreat.
- Maintains a broad organizational perspective in order to make connections, use influence and create impact across and beyond organizational boundaries, including facilitating interdepartmental and team projects.
- Participates in the analysis and review of operational processes; finds innovative and effective ways of improving quality of services.
- Leads and oversees the development of external communications strategies for the library.
- Responsible for a comprehensive marketing and communications plan for the Library.
- Develops and oversees the execution of media strategy across all media, including press, social media, print publications, and broadcast.
- Responsible for Library brand identity; guides and approves print and digital media messages.
- Responsible for website administration including overseeing content creation.
- Oversees the execution of social media strategies and communication.
- Regularly reviews external and internal communication policies and recommends revisions as needed.
- Collaborates with internal and external partners to implement strategies and projects.
- Plans and manages community engagement initiatives and library awareness strategies, including community surveys.
- Directs, supervises, and evaluates the performance of the PR & Communications Department and receptionists.

Librarian III – Assistant Director of Planning and Communications

- Participates in the development of the collections as a member of the collection development team.
- Attends Library Board meetings and sub-committees to respond to inquiries, provide reports and recommendations in areas of expertise.
- Participates in the development of departmental budgets.
- May represent the Library by participating on community boards, committees, task forces, councils and community organizations.
- Makes presentations to staff, Board of Trustees or community groups as needed.
- Provides assistance on the reference desk.
- Stays abreast of new trends and innovations in library services.
- May serve as Acting Director in absence of the Library Director.

Knowledge and Abilities:

- Knowledge of library principles and practices, technology trends and best practices as they apply to libraries.
- Strong management and supervisory skills with the ability to inspire and guide staff to be successful in providing customer service and implementing new approaches. Willingness and ability to provide a positive managerial example.
- Demonstrated ability to communicate effectively, both written and orally.
- Demonstrated ability and enthusiasm for working with the public. Ability to interact tactfully and appropriately with a diverse staff and community.
- Ability to assume leadership role in a group setting.
- Ability to establish and maintain effective working relationships with the Library Director and other staff members, trustees, vendors, community officials, and the public.

Communication Skills:

- Ability to communicate effectively both orally and in writing.
- Possess good interpersonal skills and ability to maintain and foster cooperative and courteous working relationships with the public, peers and supervisors.

Education and Experience:

- Master's degree of Library and Information Science from a library school that is accredited by the ALA or recognized by the NYS Education Department following acceptable education methods AND

Librarian III – Assistant Director of Planning and Communications

- Three (3) years of satisfactory professional library experience, one (1) or more years of which must have been in an administrative capacity.
- Eligibility for a NY State public librarian's professional certificate at time of application for appointment; possession of certificate at time of appointment.

Salary Range:

- \$82,000-\$102,000 depending on qualifications, plus a full benefit package including NYS Retirement.

Civil Service Requirements:

The position of Librarian III – Assistant Director is a competitive classified position within the Saratoga County Civil Services administration, therefore any appointment will be provisional until such time as the Civil Services Examination is administered and an established eligible list is used to make a permanent appointment.

FLSA Status:

- This position is exempt.

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

The job description does not constitute an employment agreement between the Clifton Park-Halfmoon Public Library and the employee, and is subject to change as the needs of Clifton Park-Halfmoon Public Library and the requirements of the job change.