

**COUNTY OF SOLANO**  
**LIBRARY MARKETING AND COMMUNITY RELATIONS OFFICER**

Effective Date of Revision: September 9, 2019

**CLASS SUMMARY:**

To plan, develop, coordinate, manage, analyze, and evaluate the department's communications division: virtual services, including overseeing digital media and content curation and development; marketing and communications, including brand management, program and service promotion, community relations, and social media and communication strategies; volunteer services, including program oversight, promotion, evaluation and appreciation recognition; system-wide and age-level programs, special projects, and campaigns; initiate, coordinate, and conduct community outreach and engagement with a variety of stakeholder groups and organizations. Manage and evaluate the work of staff; develop, implement and monitor budgets, policies and procedures.

**DISTINGUISHING CHARACTERISTICS:**

This class is distinguished from the

- **Assistant Director of Library Services** class which has responsibility for direction of overall day-to-day Department operations;
- **Deputy Director of Library Services** class which has responsibility for management of day-to-day operations of assigned Divisions; and,
- **Library Branch Manager** class which has responsibility for the management of a regional library or a number of small branch libraries.

**SUPERVISION RECEIVED AND EXERCISED:**

- Receive direction from a deputy or assistant director of library services
- Exercise supervision over professional, technical, and clerical staff; interns; and volunteers

**ESSENTIAL DUTIES:** This class specification represents the core area of responsibilities; specific position assignments will vary depending on the needs of the department. This is not intended to be an inclusive list.

- Serve as a member of the department's management team; ensure effective integration of departmental activities; develop and maintain strong, productive and cooperative relationships with other county departments to maximize the use of county resources.
- Plan, manage, and evaluate the activities and operations of the communications division within the department; develop and assign work activities, projects and programs; develop, implement, and monitor division services, plans, goals,

policies, procedures, and objectives focused on achieving the division's and department's mission and strategic priorities.

- Recruit, select, train, supervise and evaluate the work of staff, volunteers, and interns; provide and/or coordinate staff training; establish performance goals and professional development targets; work with employees to correct deficiencies; implement disciplinary action.
- Determine, monitor and evaluate work flows and the efficiency and effectiveness of service delivery methods and procedures.
- Participate in the development of the division's and department's budgets; forecast funds needed for the division's staffing, services, equipment, materials, and supplies; write grant proposals and prepare reports as required; approve and monitor division expenditures.
- Maintain current knowledge of new trends and innovations in areas of assignment; attend and participate in professional conferences, meetings, trainings, and other professional development activities; represent the Library and County in the community and at professional meetings as required.
- Plan, coordinate, manage, and evaluate system-wide programs, special projects, and campaigns; initiate, coordinate, and conduct community outreach, presentations, and engagement with a variety of stakeholder groups and community organizations.
- Collect, analyze, present, and manage data and statistics, including spatial analysis and story mapping; manage e-resources and department databases.

**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**

**Knowledge of:**

- Contemporary methods, techniques and principles of a public library services program.
- Principles and practices of program development, implementation, evaluation and administration.
- Principles and practices of leadership, management, supervision, training, personnel and conflict management, and employee relations.
- Interpersonal communication techniques for dealing with the public and staff.
- Principles and practices of budget development and monitoring.
- Principles and practices of project management.
- Principles and practices of effective communications strategies.
- Principles and practices of effective customer service techniques in a wide variety of situations serving diverse stakeholder groups.

- English composition, spelling, grammar, vocabulary and punctuation for both written and oral communications.

**Skill and/or Ability to:**

- Exercise sound, independent judgment; flexibility; creativity; and sensitivity in response to changing situations and needs; and lead with a professional attitude.
- Establish, maintain, and foster cooperative, positive and harmonious working relationships with those contacted in the course of work.
- Plan, communicate, delegate, and monitor a variety of concurrent projects.
- Assist in the preparation of and administer the budget for division.
- Evaluate data, operations and problems, recommend and implement efficiency and productivity improvements.
- Identify and analyze community needs; develop and implement library programs and services which are responsive to the needs of the community.
- Interpret special needs of individual staff members in terms of motivation, productivity, and job satisfaction.
- Analyze, interpret and explain department and division policies and procedures.
- Elicit community and organizational support for library services and programs.
- Assign, supervise, train, evaluate and provide training for professional and technical staff.
- Communicate clearly and concisely, both orally and in writing.
- Speak publicly before groups in a positive, inclusive and motivational manner.
- Work autonomously and on own initiative.
- Respond and perform assigned duties in the event of a County declared emergency.
- Perform a variety of complex and multi-functional technical and specialized tasks and functions in an independent, competent, and timely manner; work on multiple, concurrent projects with strict deadlines.

**EDUCATION AND EXPERIENCE:**

**Education:** A Bachelor's degree is required from an accredited college or university, preferably in education, business administration, library and/or information science, social or behavioral science, communications or a closely related field. Possession of a Master's Degree in a related field is highly desirable.

**Experience:** Four (4) years of increasingly responsible experience performing professional level duties in a related field, including two (2) years of lead or supervisory responsibility.

**SPECIAL REQUIREMENTS:**

California Driver's License, Class C

**SUPPLEMENTAL INFORMATION:**

Independent travel will be required.

Incumbents may be required to work outside normal business hours.

**PHYSICAL REQUIREMENTS:**

- **Mobility and Dexterity:** Positions in the class typically require stooping, kneeling, reaching, standing, walking, fingering, grasping, feeling (i.e. sense of touch), and repetitive motion. Tasks may involve extended periods of time at a keyboard or workstation.
- **Lifting, Carrying, Pushing and Pulling – Light Work:** Employees in this class will be exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.
- **Vision:** Positions in this class require the employee to have close visual acuity, with or without correcting, to prepare and analyze data and figures, transcribe, view a computer, read, etc. Some tasks require the ability to perceive and discriminate colors or shades of colors, depth, and visual cues or signals. Positions in this class also require employees to have depth perception in order to operate motor vehicle.
- **Hearing/Talking:** Positions in this class require the employee to perceive the nature of sounds at normal speaking levels with or without correction, and have the ability to receive detailed information through oral communication. Positions in this class required the employee to express or exchange ideas by means of the spoken word.



\_\_\_\_\_

**Director of Human Resources**

- Date Approved by the Director of Human Resources: January 2013
- Date Class Title added to the Listing of Classes & Salaries by the Board of Supervisors: February 19, 2013
- Date(s) Revised: September 9, 2019
- Date(s) Retitled and Previous Titles of the Class:
- Class Code: 167090