UNIVERSITY OF MARYLAND LIBRARIES
POSITION DESCRIPTION FORM

Check one: Faculty____ Exempt ___x_ Non-Exempt ____ Other___

Date Prepared: 8/30/19
Prepared by: A. Lim

Division: Dean’s Office
Department: Communications

Reports to: Dean of Libraries
Position Title: Director, Strategic Communications and Outreach

NATURE OF WORK: The Director of Strategic Communications and Outreach develops and executes comprehensive, user-centered communication strategies that align with the University’s priorities and the Libraries’ strategic plan. The Director works in close collaboration with the Libraries’ administrators, faculty and staff, and with institutional partners such as University Relations and the Office of Strategic Communications, to promote maximum effectiveness of the Libraries’ communication efforts, and to promote the visibility and use of library resources and programs.

Responsible for leading the daily operations of the Libraries’ Strategic Communications and Outreach Team (SCOT), the Director coordinates internal and external communication and outreach activities, and works with the SCOT to produce high-quality content and design work for library publications, digital displays, exhibits, and social media platforms. The Director incorporates institutional brand strategies and design standards into the Libraries’ efforts, and heightens awareness, perception, and support of the Libraries by working with Library Administration and University Relations to manage donor communications through publications, news media, and special events.

The Director is an innovative strategist, experienced project manager, and expert writer across traditional, web, and multi-media platforms, a leader who strives continually to improve existing processes, model effective ways of communicating in a variety of media, and understand library users’ needs. The Director contributes to the Libraries’ strategic planning, budget preparation, and presentations to key influencers, provides advice and work for the Libraries’ initiatives related to user interfaces and enhancing user experiences, and develops strong relationships with internal and external constituencies, including local media and professional organizations. This position reports to the Dean of Libraries and supervises 2.0 FTE communications and design professionals, a part-time contract employee, and student assistants.
DUTIES AND RESPONSIBILITIES:

Communications Leadership, Management, and Coordination (55%)
- Works in close collaboration with Library Administration, faculty, and staff, and key University stakeholders and partners to develop and execute comprehensive communications strategies that advance the Libraries’ strategic plan and create maximum visibility and use of library resources, programs, and services
- Incorporates institutional brand strategies and design standards into the Libraries’ communication efforts
- Ensures high-quality communications assets are delivered on time and on budget
- Manages multiple promotional publications, delivered through vehicles including print and electronic newsletters, websites, annual reports, news media, and correspondence. Serves as editor-in-chief to identify and develop appropriate themes and messages
- Directs the Libraries’ social media and outreach efforts
- Provides project management for promotional campaigns and communication initiatives
- Oversees and contributes to production of original video and image content for library outreach, publications, social media, and development functions
- Oversees the Libraries’ digital and physical signage programs
- Oversees periodic assessment of the Libraries’ communication activities
- Creates and maintains online intake forms, checklists, policy statements, and other resources for managing the workflow associated with library communication needs
- Participates in and contributes to library management groups at strategic levels to maintain knowledge and improve library actions and plans
- Maintains an awareness of library activities and accomplishments in order to provide effective publicity to appropriate audiences
- Provides advice to individual library departments and teams on best practices and contributes work for internal and external communication practices, user interfaces, and user-experience initiatives
- Participates in the Campus Communicators Group
- Oversees the Libraries’ strategic participation in Maryland Day

Creative Design and Exhibit Services (15%)
- Consults with University and Libraries stakeholders to identify needs, objectives, and design requirements for various communications initiatives
- Assists exhibit preparers, including graphics designer, in theme selection, presentation, organization and text
- Works with the Strategic Communications Team to oversee production work for library promotional publications, exhibits, and signage
- Coordinates production of original photography for library publications, campus events, and stock photo library

Development and Public Relations Functions (15%)
- Assists Library Administration and Development in outreach to donors, alumni, and community members
• Assists in developing and executing effective solicitation and stewardship communication strategies
• Assists in planning, executing, and publicizing events that heighten the value of the UMD Libraries to institutional and external audiences
• Strategizes and assists in managing crises in the event they occur, providing expertise as it relates to messages to external audiences
• Coordinates activities and fosters relationships among librarians and library employees to ensure outreach and messages are consistent, timely, and effective
• Coordinates with campus affiliates to promote library events and services

**Supervision (10%)**
• Supervises 2.0 FTE staff members (1.0 FTE Graphics Coordinator and 1.0 FTE Social Media and Community Engagement Coordinator), and oversees one part-time contract employee
• Recruits, trains, oversees, and/or supervises student assistants

**Other duties as assigned (5%)**

**PHYSICAL DEMANDS:**
Work involves manual dexterity with the use of the computer, prolonged viewing of a computer screen, and sitting for extended periods of time.

**SUPERVISORY RESPONSIBILITIES:**
Responsible for supervising and assigning and directing the work of 2.0 FTE staff members and conducting their annual performance evaluations. May also be responsible for recruiting, training, supervising, and directing the work of student assistants.

**QUALIFICATIONS (Knowledge, skills, and abilities):**

**Required:**
• Knowledge of the principles, practices, strategies and trends in communications, public relations or marketing.
• Knowledge of and experience with social networking, media, and multimedia communications systems and platforms.
• Advanced skills and experience in leading, managing, or coordinating initiatives and projects in communications, public relations, or marketing
• Excellent verbal communication skills
• Excellent writing and editing skills in English that demonstrate a command of language and grammar, clarity of thought, orderliness or presentation and the ability to write for a specific audience.
• Advanced skills and experience using productivity, presentation, publishing, and/or graphics applications
• Strong organizational and time management skills, with demonstrated ability to manage projects successfully and to work under deadline pressures
• Demonstrated ability to collaborate with others across the organization and build effective teams
- Ability to think strategically and creatively.
- Supervisory and managerial ability.
- Ability to travel on a limited basis.

Preferred:
- Supervisory experience
- Thorough knowledge of library and university structures, administration, academic policies, business practices, and educational processes

EDUCATION:

Required: Bachelor’s degree from an accredited college or university in journalism, marketing/public relations, communications, or related field.

Preferred: Master’s degree or graduate coursework in one of the above fields

EXPERIENCE (Be specific, indicate the minimum years of experience and skills needed):

Required:
3-6 years’ progressively responsible experience in communications, public relations or marketing, which includes experience creating a wide variety of professionally written communications (newsletters, press releases, marketing announcements, internal communications, web content, etc.), experience achieving positive, collaborative working relationships, as well as, leading work groups and teams, and experience working in a position that requires managing multiple projects and adhering to deadlines.

Preferred:
- Thorough knowledge of library and university structures, administration, academic policies, business practices, and educational processes
- Minimum of one to three years of experience in interacting with the press and ability to communicate and socialize with library constituents

Employee’s Signature________________________  Date__________

Print Employee’s Name______________________________________

Supervisor’s Signature________________________  Date__________