



## **JOB POSTING #10-22**

**Title:** Chief of Communications, Full-time

**Salary:** \$66,606

**Location:** Burlington County Library, Westampton

**Open:** 6/16/2022

The Burlington County Library is seeking a Chief of Communications to lead its newly-expanded in-house communications and marketing team. The individual will help manage the library's brand identity while continuing to broaden public awareness of our programs and services with the goal of increased community engagement.

Key responsibilities include:

- Manage a 6 member team charged with outreach, print, digital, social, and media communications.
- Craft communications campaigns about the library's offerings with strategies that engage and inform current and potential users, across ages, lifestyles and interests.
- Identify developing trends and recommend innovative marketing and communication approaches.
- Establish and implement a plan to increase the consistency, reach and impact of messaging.
- Manage the library's presence and visibility across digital platforms as well as in-person outreach and community opportunities.
- Ensure the website is being used as an effective marketing tool while building on its design, usability, relevance, and accuracy.
- Manage the library's data analytics tools and customer relationship management (CRM) platform to successfully connect library customers to resources.

## **KNOWLEDGE/SKILLS/ABILITIES**

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- Exceptional oral and written English communication skills including the ability to present effectively and speak before groups, organizations and the public.
- Skilled in collaborating and establishing effective working relationships with library employees and management as well as external organizations, stakeholders and the public.
- Knowledge of customer service best practices, management and supervisory principles as well as training, mentoring, and coaching techniques.
- A willingness and ability to work occasional evenings and weekends and to travel to partner sites.

## **EDUCATION & EXPERIENCE**

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Graduation from an accredited college or university with a Bachelor's degree, preferably with a degree in Communications, Journalism or closely related field.

Two (2) years of experience involving the collection, analysis, and dissemination of information in the field of news media, public relations, publicity, and/or advertising. Management experience is desired.

## **SCHEDULE**

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Full time, 37.5 hours; occasional evenings and weekends.

## **WE OFFER**

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Medical, dental, prescription coverage, retirement program, group life insurance, deferred compensation, sick, vacation, personal and holiday leave.

Submit a resume and cover letter including **Job #10-22 by July 14, 2022**. Via email: [jobs@bcls.lib.nj.us](mailto:jobs@bcls.lib.nj.us)

*The mission of the Burlington County Library System is to enrich lives by providing opportunities for learning, growth, and personal development.*