METROPOLITAN LIBRARY SYSTEM
Job Description

Job Title: Internal Communications Coordinator
Reports To: Director of Communications
Division: Strategic Planning and Services

Position Code: 1062-17
Classification: Non-exempt
Date: 08/2022

JOB SUMMARY:
Under general direction, leads the development and execution of internal communications programs and strategies on behalf of Metropolitan Library System, with an emphasis on promoting and interpreting information related to employee engagement, the library’s management priorities, the strategic plan, and overall business operations. Works with leaders and colleagues throughout the system to develop and launch communications strategies and tools that engage and inspire employees around the library’s mission, guiding principles and core values.

ESSENTIAL JOB FUNCTIONS:
- Provides excellent internal guest service.
- Creates an internal communications plan that establishes a regular, coordinated rhythm of messages that set expectations and drive performance.
- Administers the ongoing operation and development of the Intranet Content Management System, including visual design, site navigation, daily maintenance, quality control, reports, and audits.
- Coordinates and maintains information and knowledge resources to ensure the intranet is kept up to date and supports users.
- Plans, writes, and edits content for a variety of internal communications mediums including the intranet, staff newsletters and email bulletins.
- Evaluates the usability of the intranet, identifies problems experienced by users and suggests possible improvements to build the intranet into a more effective knowledge management tool.
- Collaborates with departments to develop and implement effective internal communications tools.
- Ensures internal communications are consistent with external communications methods and that all internal communications messaging is consistent across mediums and throughout the organization.
- Follows the library’s editorial standards and maintains consistency of editorial tone and style.
- Upholds the library’s brand, brand architecture, brand image and brand assets.
- Develops and manages an internal communications calendar.
- Stays well-informed of industry trends through self-directed research and analysis.
- Tracks and measures success of internal communications initiatives.
- Helps develop and implement new communications technologies.
- Identifies and leverages the best channels and methods to achieve communications objectives.
- Completes all required and assigned training on time.
- Executes short- and long-term objectives within the context of the library’s strategic and tactical plans.
- Champion the library’s strategic goals and initiatives with the system’s mission and core values in mind.
- Works in a manner safe to the individual and other people; follows safety rules and safe working practices; uses safety equipment as required.
- Defends the principles of the Citizen’s Bill of Library Rights, the Freedom to Read Statement, the privacy of library guest records and the code of professional ethics.
- Performs other related duties as assigned.

FREQUENCY OF TRAVEL REQUIREMENTS:
- Occasional travel to other library locations
- Occasional travel within the state or nationally for appropriate professional development and networking.

INTERACTION:
- Interaction with all levels of staff.

MATERIAL AND EQUIPMENT USED:
- Computer(s)/Printer(s)
- General Office Equipment
MINIMUM QUALIFICATIONS REQUIRED:

Education and Experience:
- Bachelor’s degree from an accredited college or university in communications, journalism, knowledge management, public relations, English, or related field; and
- Three years’ experience in communications, public relations, knowledge management, media relations and/or a related marketing field.

Licenses and Certifications:
- None

HIGHLY PREFERRED QUALIFICATIONS AND COMPETENCIES:
- Outstanding oral and written communication skills
- Experience with internal communications tools and software.
- Excellent organizational and project coordination/management skills
- Experience developing a strategic internal communications plan.
- In-depth knowledge and understanding of current communications practices and trends.
- Experience with cross-functional collaboration,
- Basic understanding of the components of common web technology (HTML, CSS, Javascript, etc.).
- Strategic, creative, and self-motivated
- Diligent work ethic and insatiable desire to learn and acquire new knowledge quickly.
- Experience working with libraries.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:
- Communications practices and trends
- Components of common web technologies
- The Associated Press (AP) Stylebook
- Adobe® Creative Cloud
- All computer applications and hardware related to performance of the essential functions of the job.

Skill in:
- Writing, editing, and proofreading using AP Style.
- Communicating clearly and effectively, both orally and written.
- Demonstrating a flexible and collaborative work style.
- Using exceptional interpersonal skills that build and maintain strategic relationships with internal and external guests.

Mental and Physical Abilities:
- Ability to multi-task in a collaborative team structure.
- Ability to organize work, manage time effectively, establish priorities, and meet deadlines with minimal direction.
- Ability to travel to various locations and to access reliable transportation to do so.
- While performing the essential functions of this job the employee is frequently required to move from place to place, use hands to finger, reach, handle or feel, speak and hear and lift and/or move up to 25 pounds.
- While performing the essential functions of this job the employee is occasionally required to stoop, kneel, crouch, crawl, and lift and/or move up to 50 pounds.

SUPERVISORY RESPONSIBILITY:
- This position has no supervisory responsibilities.

WORK ENVIRONMENT:
- Works in a normal office environment where there are little or no physical discomforts associated with changes in weather or discomforts associated with noise, dust, dirt and the like.
- Schedule may include evenings and weekends.
- This position is eligible for Core and Emergency telework.
SUMMARY STATEMENT:
This job description should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this description. Any essential function or requirement of this job will be evaluated as an interactive process, as necessary, should an incumbent or applicant be unable to perform the function or meet the requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodations for the specific disability will be made for the incumbent or applicant so long as accommodation does not create an undue hardship to the System or if doing so causes a direct threat to the individual or others in the workplace and the threat cannot be eliminated by reasonable accommodation.

NOTE: The System reserves the right to amend or change this job description from time to time and/or assign other tasks for the Employee to perform as the System may deem appropriate.