CITY OF HOUSTON

Job Posting

1	*Applications accepted from:*	**All Persons Interested**
2	*Job Classification*	**Assistant Director (EXE Level)**
3	*Posting Number*	**PN# 110492**
4	*Department*	**Library**
5	*Division*	**External Affairs**
6	*Section*	**External Affairs**
7	*Reporting Location*	**500 McKinney**
8	*Workdays & Hours*	**M-F 8-5***

***Subject to change**

9 ***DESCRIPTION OF DUTIES/ESSENTIAL FUNCTIONS***

Houston Public Library, located in the nation's fourth largest city, serving over 2.5 million Houstonians through a Central Library, special collections and 36 neighborhood libraries, seeks an Assistant Director of External Affairs.

The Assistant Director of External Affairs plans and directs and has responsibility for the Library's marketing and communications strategies, policies and operations or implementation; responsible for building the Library's brand identity – ensuring consistent application to shape the Library's public image and broaden its base and sources of support; accountable for marketing the Libraries programs and services and helping the Library meet its public service, program and special initiative goals. Manages the HPL External Affairs Department and a wide range of initiatives from publications and merchandising, to advertising, concessions, exhibitions, and signage. Develops and executes comprehensive marketing and communication plans and programs, both short and long range to support objectives of the Library. Plans and oversees marketing and promotion activities including partnerships, internal communication, advertising, earned media, print collateral, and direct mail to insure consistent application of institutional identity. Develops and implements marketing plans to build brand identity, promote specific programs and initiatives, support library use goals and fundraising and earned income goals. Participates in development, planning, decision making, and implementation of policy at executive level and serves as communications counsel for the executive team. Serves as communications strategist for key library initiatives in collaboration with library executives, Mayor's office, public service, program and marketing staff. Acts as liaison with outside agencies in ongoing promotional campaigns. Determines agencies and suppliers of record, and negotiates contract terms and conditions for major services. Manages and evaluates department staff. Develops and manages marketing/communications operating budget including preparing and administering the External Affairs Department budget. Establishes department policies, systems, and procedures. Ensures effective control of marketing/communications results. Takes corrective action to guarantee achievement of objectives within designated budget. Guides preparation of marketing activity reports and presents to executive management. Represents the Library in professional forums. Performs other related duties as assigned. This position reports to the Library Director.

10 ***WORKING CONDITIONS***

Must be able to communicate effectively orally and in writing. Must be able to use a computer to access/input information. Must be able to move freely throughout the unit to file/retrieve materials. Position requires stooping, bending, and light lifting.

11 ***MINIMUM EDUCATIONAL REQUIREMENTS***

Requires a Bachelor's degree in Marketing, Public Relations, Communications, Business Administration, Public Administration or a closely related field.

12 ***MINIMUM EXPERIENCE REQUIREMENTS***

Seven years of administrative experience are required, with at least three of those years in a managerial capacity. A Master's degree may be substituted for two years of experience.

13 ***MINIMUM LICENSE REQUIREMENTS***

None

14 ***PREFERENCES***

Demonstrated success in development and implementation of comprehensive marketing and communications strategies. Proven ability to plan and implement communications that reach diverse audiences. Proven manager with ability to provide strategic direction, coaching and oversight to direct reports and to facilitate involvement of other team members from across the organization. Experience with communications for the public sector, libraries, cultural institutions and fundraising. Excellent written and verbal communications skills. Market research and analysis. Experience in marketing strategy development and implementation.

15 ***SELECTION/SKILLS TESTS REQUIRED*** None

However, the Department may administer a skill assessment evaluation.

16 ***SAFETY IMPACT POSITION*** ■ Yes ☐No

If yes, this position is subject to random drug testing and if a promotional position, candidate must pass an assignment drug test.

17 ***SALARY INFORMATION***

Factors used in determining the salary offered include the candidate's qualifications as well as the pay rates of other employees in this classification. The salary range for this position is:

Salary Range - Pay Grade 32

$2257- $3327 Biweekly $58,682 - $86,502 Annually

18 ***OPENING DATE*** May 10, 2006

19 ***CLOSING DATE*** Open Until Filled

20 ***APPLICATION PROCEDURES***

Original applications only and resumes are accepted and must be received by the Human Resources Department during posting opening and closing dates shown, between 9:00 a.m. and 4:30 p.m. at 611 Walker St., 1st floor. **Our TDD (Telephone Device for the Deaf) phone number is (713) 837-9471. For application status inquiries, please call (832) 393-1667 . All new and rehires must pass a pre-employment drug test and are subject to a physical examination and verification of information provided.**

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