



COUNTY OF ROANOKE VIRGINIA
invites applications for the position of:

Administrative and Marketing Manager

An Equal Opportunity Employer

SALARY: \$36,893.00 - \$40,582.00 Annually

OPENING DATE: 10/02/15

CLOSING DATE: 10/18/15 11:59 PM

GENERAL DESCRIPTION:

Performs responsible professional and administrative work developing and managing sustainable programs, coordinating public relations efforts, and marketing library events, facilities, and services in the Roanoke Valley. Performs other duties as assigned.

Occasional night and weekend work required.

Please note that this job classification is currently under review.

ESSENTIAL JOB FUNCTIONS:

- Develops and manages professional-grade materials to support library operations related to facility rental services, public relations strategies, and marketing programs
- Oversees rental event scheduling, logistics, and turnover
- Prepares correspondence and assists the Director or Assistant Director in developing public presentations
- Coordinates and plans press conferences, special events, ribbon cuttings, and similar programs; assists with County projects, as needed
- Performs public relations activities through presentations, outreach, and publications
- Designs, develops and distributes news releases, promotional/informational brochures and flyers on library services; reviews library publications for accuracy, grammatical structure, and effectiveness
- Manages and oversees maintenance of headquarters Commons area and other rental venues, as well as essential audio-visual systems; makes periodic inspections of library rental properties; identifies maintenance issues
- Recommends technology replacements, enhancements, or upgrades

- specific to rental venues
- Schedules and coordinates local vendor maintenance of audio-visual equipment
- Assesses, procures, deploys, and maintains working knowledge of productivity and marketing software solutions, such as EMS rental software, Visix digital signage, and ShiftPlanning staff scheduling
- Keeps records and makes reports of library rental income and expenditures
- Conducts research and surveys, and meets with citizens groups to determine the needs and interests of the citizens
- Inventories and purchases equipment and materials to support or enhance program development
- Evaluates events and services for effectiveness, efficiency, and improvement
- Participates on departmental or County teams and committees
- Coordinates annual haiku exchange with Shinshiro (Japan), the Roanoke Valley Reading Council, the local business community, and area schools
- Develops partnerships and sponsorships with organizations, other departments, and businesses
- Provides media assistance and marketing expertise for special projects for Roanoke Valley Libraries consortium
- Resolves complaints and addresses challenges encountered in the provision of services
- Maintains up-to-date master lists of invitees, boards, dignitaries, and Library supporters

REQUIREMENTS/PREFERENCES:

Education	<u>Required:</u> Education equivalent to a Bachelor's degree from an accredited college or university with major coursework in Marketing, Communications, English, or related field
Experience	<u>Required:</u> Considerable administrative experience <u>Preferred:</u> Experience in Library Services, Public Relations, or Communications Field
Licenses	Valid Virginia driver's license with good driving record
Knowledge, Skills, and Abilities	<ul style="list-style-type: none"> • Thorough knowledge of marketing and communication principles and practices • Excellent oral and written communication skills • Proficiency in Microsoft Excel, Word, Access, and PowerPoint • Knowledge of Microsoft and Apple operating systems • Strong understanding of social media – such as Facebook, Twitter, Pinterest, and Flickr – and its appropriate use as well as cloud services or

- collaboration sites, such as Dropbox
- Proficiency in setup and use of audio-visual equipment
- Graphic design and layout skills in one or more publication design programs (e.g. Microsoft Publisher, Adobe InDesign, CorelDraw, or similar programs) and basic knowledge of image editing and formatting
- Analytical skill and ability to problem solve
- Ability to establish and maintain good working relationships with local officials, media, rental clients, and coworkers
- Working knowledge of Virginia Freedom of Information Act (FOIA) and public information principles
- Ability to work in a fast-paced environment and manage multiple priorities
- Strong organizational and recordkeeping skills

Additional Requirements	Subject to a complete criminal history background search with acceptable results. Must be able to perform the job as described in the Physical and Environmental Demands section of this job description. May be subject to DMV driving record review as required by amount of work related driving, specified by support responsibilities. Must be able to work a flexible schedule including occasional nights, weekends, and some holidays.
Supervisory Responsibilities	Supervises volunteers, library assistants, custodial staff, and pages involved in rental programs and special projects

OTHER INFORMATION:

OVERALL PHYSICAL STRENGTH DEMAND

LIGHT	Lift and/or exert force up to 25 lbs. occasionally, 10 lbs. frequently, or insignificant amounts constantly OR requires walking or standing to a significant degree.
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PHYSICAL DEMANDS

C = Continuously F = Frequently O = Occasionally R = Rarely N = Never

5.5 to 8+ hours daily 2.5 to 5.5 hours daily Up to 2.5 hours daily Less than 1 hour per week Never occurs

Code	Physical Demand	Code	Physical Demand
F	Standing	F	Sitting
F	Walking	O	Lifting
F	Carrying	O	Pushing/Pulling
F	Reaching	F	Handling
C	Fine Dexterity	O	Kneeling
O	Crouching	R	Crawling

F	Bending	R	Twisting
R	Climbing	R	Balancing
C	Vision (Correction Required)	C	Hearing
F	Talking	R	Foot Controls (driving, operation of equip, etc.)

ENVIRONMENTAL FACTORS

D = Daily W = Several Times Per Week M = Several Times Per Month S = Seasonally R = Rarely N = Never

Code	Health and Safety	Code	Environmental Factors
N	Mechanical Hazards	R	Dirt and Dust
N	Chemical Hazards	N	Extreme Temperatures
N	Electrical Hazards	R	Noise and Vibration
N	Fire Hazards	R	Fumes and Odors
N	Explosives	R	Wetness/Humidity
M	Communicable Diseases	R	Darkness or Poor Lighting
R	Physical Danger or Abuse		

PRIMARY WORK LOCATION

Office Environment

MACHINES, TOOLS, EQUIPMENT, WORK AIDS

Computers, telephones, office equipment

PROTECTIVE EQUIPMENT REQUIRED

As applicable to activities involved

APPLICATIONS MAY BE FILED ONLINE AT:
<http://www.roanokecountyva.gov>

Job #201000792
ADMINISTRATIVE AND MARKETING MANAGER
AW

OUR OFFICE IS LOCATED AT:
5204 Bernard Drive
Roanoke, VA 24018
540-772-2018
hr@roanokecountyva.gov

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Administrative and Marketing Manager Supplemental Questionnaire

- * 1. Please answer the following questions. You may leave blank the ones with which you have no experience.
- ☐ I understand
2. How would you rate your writing and editing skills:
- ☐ Minimal
☐ Moderate
☐ Good
☐ Excellent
3. What is your level of proficiency with Microsoft Word:
- ☐ Minimal

- ☐ Moderate
- ☐ Good
- ☐ Excellent

4. What is your level of proficiency with Microsoft Excel:

- ☐ Minimal
- ☐ Moderate
- ☐ Good
- ☐ Excellent

5. What is your level of proficiency with Microsoft Publisher:

- ☐ Minimal
- ☐ Moderate
- ☐ Good
- ☐ Excellent

6. What is your level of proficiency with Microsoft PowerPoint:

- ☐ Minimal
- ☐ Moderate
- ☐ Good
- ☐ Excellent

7. Please indicate all services below in which you have a good to excellent understanding:

- ☐ Facebook
- ☐ Twitter
- ☐ Pinterest
- ☐ Flickr
- ☐ DropBox
- ☐ Other

8. If you chose 'other' in the previous question, please specify

9. With which operating system(s) do you have good to excellent knowledge:

- ☐ Windows
- ☐ OS X

10. Briefly describe your experience with audio-visual systems.

11. Briefly describe your graphic design experience, including what types of design software (InDesign, Publisher, Corel, etc.) you have used.

12. Briefly describe projects in which you have been involved as the lead person.

* Required Question