

Assistant Director of Strategic Relations

JOB TITLE: Assistant Director of Strategic Relations

FLSA STATUS: Exempt

GRADE: 43

DEPARTMENT: Communications

APPROVED DATE: 12/2010

REVISED DATE: 01/2022, 02/2022

Job Summary

Provide leadership and direction of external relationships for the library district by establishing and maintaining strategic networks and partnerships. Develop effective working relationships between the organization and communities, stakeholders, public agencies, policy-makers, non-governmental organizations and groups at the local, regional, state and national level to meet the library district's mission and strategic objectives.

This position contributes to the Library District's effective operation, providing library services, spaces, and resources that are representative of diverse cultures and perspectives, intentionally inclusive, and accessible to everyone.

We Value Lived Experience

Sno-Isle Libraries is committed to embedding equity into our organization. As we engage in equity work, it's important to have a good foundation to frame the work and then provide training opportunities to build skills and knowledge.

We value and embrace the unique experiences our staff members bring to the organization and recognize how their experiences improve the service we provide.

Essential Functions

Functions listed are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this job.

1. Ability to align behavior with the library's mission, values, and strategic focus in serving a diverse stakeholder community.

2. Serves as the primary liaison and provides leadership and support to local, regional, state and federal government officials, including elected officials, and relevant state agencies; build effective relationships in support of the Library District's strategic objectives and initiatives.
3. Maintain ongoing awareness of national, state and community-level issues affecting public libraries and the library district, including potential, pending or current legislation, regulatory action, decisions or issues.
4. Provide strategic management, coordination, or support for local and strategic library events, ballot measures, and meetings, as needed.
5. Provide management, planning, engagement support to state, regional and local political, economic and community development initiatives, organizations, partners and sponsors in alignment with library district's strategic focus, objectives and initiatives.
6. Maximize library participation in key local, regional and national based organizations.
7. Research, evaluate, and execute effective strategic partnerships within government, education, non-profit, and business sectors.
8. Consult and collaborate with library managers on community partnership level agreements and opportunities to ensure they are documented and filed with appropriate parties and the outcomes are evaluated.
9. Manage the development and implementation of effective stakeholder and civic engagement strategies, including proactive engagement plans with external stakeholders, leaders and key staff in business and economic development communities, non-profit sector, and other key sectors who might influence and impact the library district or community libraries; ensure timely response to stakeholder needs, concerns, inquiries, and keep them informed of critical library issues.
10. Develop and manage effective relationships through community ambassadors, Friends of the Library groups, volunteer programs and other initiatives; recruit and train, volunteers to serve as library community ambassadors and advocates in building positive relationships and support throughout library communities.
11. Develop effective internal relationships by collaborating and consulting with all departments, internal stakeholders and peers in implementing strategic partnerships and public affairs strategies; create value for the efforts of internal peers and leaders by participating and providing management support to cross-functional library teams.

12. Provide effective direction to assigned staff to assure the quality of personnel support services. This includes such actions as: interviewing, selecting and training staff; scheduling and assigning tasks and services; coaching staff and arranging for or giving continuing training to enhance their capabilities and quality of service; applying Library District personnel policies and procedures to such matters as granting and scheduling leave, resolving grievances and discipline matters; evaluating staff performance and providing useful and helpful communication to staff on their performance; and promoting and terminating assigned staff members.
13. Provide oversight, strategic management and supervisory direction which enables the Volunteer & Community Engagement Coordinator to build and maintain effective relationships with targeted groups. This includes the development and delivery of recognition events to celebrate library volunteers, Friends of the Library community groups and a variety of other groups.
14. Develop and manage program budget and work plan strategy, as well as multiple projects, including budget development, monitoring and reports.
15. Develop scopes of work and participate in selection of consultants/contracted services; monitor project budget, timeline and performance of contractor when assigned as project manager.

Additional Duties and Responsibilities

1. Continually acquire new knowledge and update skills to enhance professional performance in all areas of responsibility.
2. Serve as a member of the Communications Managers team in support of the Communications Director and senior leadership objectives and initiatives.
3. Collaborates with Communication Director to plan, organize and implement community or strategic events.
4. Monitor and report work metrics for dashboard evaluation and effectiveness analysis.
5. Prepares business correspondence, reports, news releases, ad copy and other marketing/communications materials.
6. Attends meetings, trainings and workshops as assigned.
7. Perform other responsibilities as assigned.

Supervision

This position reports to the Director of Strategic Services and supervises the Graphic Designer and Production Coordinator positions.

Knowledge, Skills, and Abilities

1. Thorough knowledge of established trends and practices in public relations, partnership or business development, government relations and public administration, civic engagement.
2. Knowledge of strategic planning and program development including needs assessment and program evaluation.
3. Knowledge of public library mission, structure, administration, policies and procedures.
4. Ability to uphold the principles of equity, diversity, and inclusion in the workplace and the community.
5. Ability to communicate effectively with diverse audiences.
6. Ability to communicate professionally and effectively with diverse audiences.
7. Ability to engage stakeholders and members of the community confidently, and responding stressful and complex situations with presence and poise.
8. Ability to be proactive, adaptable, and innovative within a dynamic environment.
9. Ability to speak, read, write and understand English clearly and concisely.
10. Ability to deliver presentations to a variety of public groups.
11. Ability to develop and administer budgets and fiscal assets.
12. Ability to work independently and to set priorities.
13. Ability to work cooperatively and maintain effective interpersonal skills with the public and co-workers.
14. Ability to translate organizational initiatives, objectives and business needs into effective strategies and execute and evaluate those strategies to ensure continued effectiveness.
15. Ability to operate relevant computer systems including hardware and software, such as Microsoft, Word, electronic databases, e-mail, and internet navigation in addition to other office equipment and security systems.

Education and Experience

Knowledge, skills, and abilities for this position can be acquired by a combination of experience and education including:

1. A bachelor's degree in a related field such as business, communications, community relations, civic engagement, public affairs, or political science is required.
2. 5-7 years of experience in one or more of the following: business, business development, communications, community relations, civic engagement, public and government affairs, public administration, library administration or stakeholder engagement.
3. Two years of experience in supervision is required.
4. Experience working in a library or public sector environment is highly desired.

Physical and Environmental Conditions

The physical demands described here are representative of those that must be met by a staff member to perform the essential functions of this job successfully. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the job.

Most of the work is carried out within a generally accessible, safe, indoor environment. While performing the duties of this job, the incumbent is required to operate computers for extended periods of time. Incumbents may occasionally move objects or materials weighing up to 25 pounds.

The incumbent must regularly communicate with coworkers and members of the public. These contacts and situations are deemed to be generally safe and free of undue stress, but require incumbents to be cordial, helpful, and skilled in interpersonal relations with others both in the public and within the Library District.

Activities sometimes occur outside the regular business day including evenings and weekends and require travel to branches and other locations within the Library District's two-county service areas to meet with public groups and library staff. To accomplish this travel, the incumbent must be able to drive and hold a valid Washington State driver's license or to make independent arrangements for such transportation.