



# Sacramento Public Library Authority

September 24, 2015

Agenda Item 14.0: New Position Descriptions – Creative Project Coordinator and Communications Assistant

**TO:** Sacramento Public Library Authority Board

**FROM:** Rivkah K. Sass, Library Director  
Liane Lee, Human Resources Manager

**RE:** New Position Descriptions – Creative Project Coordinator and Communications Assistant

**RECOMMENDED ACTION(S):**

**Adopt** Resolution 15-30, approving the Sacramento Public Library Authority’s new position descriptions for Creative Project Coordinator and Communications Assistant, as set forth in Exhibits A and B.

**REASON FOR RECOMMENDATION**

Creative Project Coordinator is a new position for Sacramento Public Library. As part of the library’s commitment to meeting community needs, this position will develop creative messaging and campaigns that connect community members with relevant library services. The Creative Project Coordinator also is needed to ensure that messaging is consistent across the library’s 28 locations. Primary functions of the position will be leading creative communications projects and utilizing analytics and market research to track and improve messaging efforts.

The Communications Assistant is a new position for Sacramento Public Library. This position will assist in meeting the public’s ever-increasing demand to interact with the library online. Primary functions of the position will be designing both print and online promotional materials.

The new positions of Creative Project Coordinator and Communications Assistant will increase FTEs by 1.0, as a vacant Library Supervisor II position is being lost through attrition.

**ATTACHMENT(S):**

Resolution 15-30, approving the Sacramento Public Library Authority’s new position descriptions for Creative Project Coordinator and Communications Assistant, as set forth in Exhibits A and B



# Sacramento Public Library Authority

## RESOLUTION NO. 15-30

Adopted by the Governing Board of the Sacramento Public Library Authority on the date of:

September 24, 2015

### APPROVING THE SACRAMENTO PUBLIC LIBRARY AUTHORITY POSITION DESCRIPTION AS SET FORTH IN EXHIBITS A AND B

NOW THEREFORE BE IT RESOLVED BY THE GOVERNING BOARD OF THE SACRAMENTO PUBLIC LIBRARY AUTHORITY AS FOLLOWS:

1. Approve the following position descriptions attached as Exhibit A and Exhibit B to this resolution:
  - Creative Project Coordinator
  - Communications Assistant

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Jeff Slowey, Vice-Chair  
Rick Jennings II, Vice Chair

ATTEST:  
Rivkah K. Sass, Secretary

By: \_\_\_\_\_  
Linda J. Beymer, Assistant Secretary

**ATTACHMENT(S):**

Exhibit A: Position Description – Creative Project Coordinator  
Exhibit B: Position Description – Communications Assistant

Board Approved:	9/24/2015
Revision:	
Department:	Communications and Virtual Services
Unit:	Library
Grade:	7
FLSA Status:	Non-exempt

## Job Description **CREATIVE PROJECT COORDINATOR**

### **BASIC FUNCTION**

Manage complex systemwide design projects. Create, design and oversee branding and messaging for the Sacramento Public Library (SPL). Communicate information about the library's services, materials and events, both in-house and through vended services; research marketing techniques and advise staff on strategy; utilize analytics and market research to track and improve campaigns; support staff's outreach efforts through training; advise staff regarding promotional and printing/design needs and graphic applications.

### **MAJOR DUTIES AND RESPONSIBILITIES**

*(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.)*

- Plan, oversee and document all aspects of system-wide creative projects.
- Work closely with upper management to make sure that the scope, budget, schedule and direction of each project is on track; look to other departments for support.
- Assist in the definition of project scope and objectives, involving all relevant stakeholders and ensuring technical and logistical feasibility.
- Manage changes to project scope, project schedule and project costs.
- Create and maintain comprehensive project documentation.
- Create, design and oversee the production of complex visual communications, including design and production of printed materials, visual materials for websites, electronic files, interior/exterior signage, and exhibition/presentation materials for the library system.
- Coordinate printing of creative work by requesting print bids and determining the best and most cost-effective vendor.
- Act as an individual contributor, delivering graphic design, video content and web development.
- Develop and implement marketing campaigns, strategies and branding; conduct market and marketing research; utilize research and analytics to re-create reports and measure and improve campaign effectiveness and awareness of SPL's services in the community.
- Create training, guides and tools for staff on effective messaging and outreach efforts based on best practices, marketing strategies, research and knowledge of the community and target audiences.
- Organize, schedule and prioritize multiple jobs of varying complexity through the various stages of design and production; supervise the work of free-lance designers and artists; coordinate record-keeping for design/printing production, maintain consistent system of regular entries for accurate planning and estimating.
- Determine if work can be produced in-house or by outside vendors; oversee proofing, final artwork and production delivery; ensure deadlines are met and clients receive materials on time.
- Supervise graphic operations, create and maintain standard for library graphics, oversee the operation and maintenance of the graphics computer system; recommend equipment purchases; evaluate and purchase graphics software.
- Use desktop publishing technology and other creative means to design/create concepts and layouts for client requests; generate original pieces for specific purposes.
- Create layouts for brochures, flyers, posters, etc. for printing and electronic use; determine paper and ink to be used, size and fold of final products, use of color, etc.
- Maintain overall design plan to create standardized appearance for categories or groups of printed/electronic pieces.
- Design individual pieces for purposes other than printing, including designs for website, intranet, display signage, copying, templates, etc.

## *JOB DESCRIPTION – Creative Projects Coordinator*

- Make presentations to staff, library support groups, corporate sponsors and the general public.
- Maintain department records, job files, production log, and photo/art files.
- Consult with and advise management and staff regarding informational, promotional and marketing activities and design/print needs.
- Meet with internal committees and corporate sponsors regarding creative direction and application.
- Write, edit and proofread documents and materials.
- Maintain a current graphics reference and techniques library; keep abreast of current design trends, both in print and electronic formats, to ensure that library design reflects current market trends.
- Attend meetings and events.
- Performs other related duties as assigned.

### **QUALIFICATIONS:**

#### **Knowledge of:**

1. Sacramento Public Library's policies and procedures
2. Principles, techniques, procedures, equipment and supplies necessary for the production of visual and image graphic arts presentations, communications, and projects
3. Principles of design, typography, and color theory
4. Principles of marketing, promotion, communication, direct mail and advertising
5. Principles of identify development
6. Desktop publishing equipment requirements, capabilities, and limitations and software, including page layout, graphics and, Microsoft Office Suite, Adobe Creative Suite, the Internet, and e-mailing systems
7. Principles and techniques of project management
8. Modern computer graphics and print applications processes
9. Principles of copy preparation, English usage, spelling, grammar and punctuation
10. Budget reporting and proposal preparation, bid preparation and procurement
11. Principles and procedures of record-keeping
12. Sign design and environmental graphics fabrication and application, including ADA requirements

#### **Ability to:**

1. Create, design and supervise the production of graphic arts presentations, communications and projects
2. Coordinate and manage multiple projects within required time frames
3. Exercise independent judgment and work with minimal guidance
4. Exhibit tact, diplomacy, negotiating and customer-service skills
5. Establish priorities and organize work; meet schedules and timelines
6. Establish and maintain effective working relationships
7. Manage time skillfully and coordinate and work on numerous projects simultaneously
8. Respond to customers and address customer complaints/problems in a timely, accurate, courteous, respectful and friendly manner; understand the customer's needs and deliver services by focusing on the customer
9. Possess attention to detail and follow through on tasks effectively and efficiently
10. Communicate effectively in a clear and concise manner both orally and in writing
11. Understand and carry out oral and written direction
12. Read, write and communicate in English

### **EXPERIENCE**

Three (3) years of experience in conceptualizing, designing and producing visual and graphic presentations and project management is required. Advanced skills in Adobe Creative Suite are preferred.

*JOB DESCRIPTION – Creative Projects Coordinator*

**EDUCATION**

Bachelor's degree in graphic arts, graphic design, illustration, fine arts, marketing or communications from an accredited college or university is required.

**LICENSES, CERTIFICATIONS, BONDING AND/OR TESTING REQUIRED**

Possession of a valid Class C California Drivers' License and proof of satisfactory Department of Motor Vehicle (DMV) clearance is required.

**OTHER REQUIREMENTS**

Personal transportation for job-related travel.

**WORKING CONDITIONS**

***Environment:***

The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. This position will be primarily an indoor office environment.

***Physical Abilities:***

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The employee must be able to:

- Lift, carry, push and/or pull items with a strength factor of light work
- Hear and speak to exchange information in person and on the telephone
- See to read a variety of materials
- Possess dexterity of hands and fingers to operate equipment
- Stand and walk
- Bend at the waist, kneel or crouch
- Sit or stand for extended periods of time
- Climb a step stool/ladder and reach above shoulders

***Hazards:***

Sitting and viewing a computer monitor for extended periods of time.

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

Board Approved:	9/24/2015
Revision:	
Department:	Communications/Virtual Services
Unit:	Library Unit
Grade:	4
FLSA Status:	Non-Exempt

## Job Description **COMMUNICATIONS ASSISTANT**

### **BASIC FUNCTION**

Under direction, assist with the layout and production of promotional, informational and public relations materials used to promote or enhance Sacramento Public Library (SPL) programs and events; utilize traditional and/or computer-assisted applications for layout, design and image editing; update the SPL website with graphics and content; assist with social media and online presence, printing and design functions; perform paraprofessional duties in support of procurement.

### **MAJOR DUTIES AND RESPONSIBILITIES**

*(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.)*

- Prepare, track and process administrative documents for purchasing, bids and procurement.
- Assist in the updating and maintenance of web and email content and graphics to promote and enhance programs and events.
- Assist in creating complex and varied graphic art and copy layouts for brochures, newsletters, posters, annual reports, fliers, forms, folders, letterheads, signs and illustrations, utilizing advanced graphic-art computer hardware and software applications; assist in updating and maintenance of Library website content.
- Assist with the Library's social media and online presence.
- Utilize desktop publishing to design and prepare illustrative and graphic materials based on templates, including fliers, event tickets, invitations, etc., used to promote or enhance Library programs and events;
- Select and utilize appropriate licensed images and computer graphics.
- Assist with writing, editing and proofing promotional materials.
- Review departmental staff requests for illustrative and graphic materials and confer with staff as necessary to clarify.
- Create simple layouts using desktop publishing.
- Create display materials, signage and other items based on templates used for special events and programs; edit and proof copy for printed materials and exhibits.
- Assist in maintaining a variety of files, art and photo libraries.
- Take photographs for departmental publications and displays and of special events.
- Participate in community-relations activities, including assisting with displays at the Library and at community events.
- Work with printers and suppliers to assure cost containment and the production of a quality product.
- Maintain records and files on assignments.
- Assume responsibility for graphic-arts production tasks such as hand-cutting foam core, creating large posters, designing event fliers, obtaining licensed images, searching online for images, and delivering collateral within the Library system.
- Prepare copy/print requests and track progress on outsourced projects.
- Obtain printing quotes from vendors; confer with vendor staff to meet production schedule.
- Perform other related duties as assigned.

### **QUALIFICATIONS:**

Knowledge of:

1. Basic computer graphic design principals and techniques
2. Common computer desktop and illustration software applications and equipment
3. Elements of design such as line, shape, texture, space, size, value and color

## *JOB DESCRIPTION – COMMUNICATIONS SPECIALIST*

4. Promotional writing techniques
5. Procedures for creating traditional and/or electronic files for output for single and multicolor publication
6. Page layout, color theory and typography
7. Basic photography
8. Digital camera techniques
9. Common printing terms
10. Principles of design such as: balance/symmetry, rhythm/repetition, emphasis, unity, movement, and proportion/scale

### **Ability to:**

1. Use desktop publishing and design software applications to create illustrative and graphic material
2. Edit and proof written copy
3. Update web pages using website content management system software
4. Operate computer-graphics programs
5. Scan photographs and artwork for inclusion in brochures and other materials
6. Take high-quality photographs
7. Communicate clearly, orally and in writing
8. Coordinate multiple projects simultaneously.
9. Meet project timelines
10. Establish and maintain cooperative relationships with those contacted in the course of work
11. Read, write and communicate in English.

### **EXPERIENCE**

One (1) year of experience in developing promotional materials using desktop publishing page layout, drawing, photo editing, type formatting, and electronic file preparation using both traditional and computer-assisted software (InDesign, Photoshop, Illustrator, Macintosh operating systems, Microsoft Word and Microsoft PowerPoint).

### **EDUCATION**

An AA Degree in graphic arts, public relations, journalism, marketing, communications, or informational technology from an accredited college or university is required.

### **LICENSES, CERTIFICATIONS, BONDING AND/OR TESTING REQUIRED**

Possession of a valid Class C California Driver License and proof of insurability is required.

### **OTHER REQUIREMENTS**

Personal transportation for job-related travel.

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*JOB DESCRIPTION – COMMUNICATIONS SPECIALIST*

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