

LA LAW LIBRARY JOB POSTING

Title: Director of Communications

Position Summary

The Director of Communications is responsible for the recognition and awareness of the LA Law Library, its collection and services in the local state, national and international communities. The Director of Communications will work to identify and define a positive public image of the Law Library through the development of public relation messages and the preparation of information, illustrative material and other data relating the Law Library. The Director of Communications will manage all media relations, brochures and collateral materials, signage, events, web messaging and social media including all online discussion of the Law Library its partnerships, resources and services.

Position Qualifications

Required

- Master's degree in marketing, communications, public relations, journalism, media studies or other related field of studies.
- Minimum four years of high-profile communications experience working at the management level.
- Current knowledge and understanding of social media optimization (SMO), organization branding techniques, and monitoring.
- Ability to generate sustained interest in the organization and its services.
- Demonstrated leadership promoting a vision and buy in from stakeholders, users, and employees.
- Ability to develop and implement strategies to publicize and communicate an organizations services to its constituents.
- Stellar interpersonal communication skills – notably the ability to work effectively with people of diverse backgrounds and education levels. Among the library users are: judges, attorneys, governmental agencies, the corporate/business community and the general public.
- Experience addressing members of the media, both on line and in person, interest groups and news organizations.

Preferred

- Five (5) or more years of demonstrated ability in external communications, public relations, social media optimization, marketing and branding of organization and its services to the public.
- Five (5) or more years demonstrated ability to manage effective internal communication channels.
- Knowledge of and experience with the legal profession.
- Familiarity with large special libraries or other information repositories is highly desirable.
- Understanding of law library collections and services.

Date Posted: November 28, 2011.