



**TEXAS WOMAN'S**  
UNIVERSITY™

**DATE ISSUED:** 07/18  
**FLSA:** Exempt  
**PTO:** VCS

## ***JOB DESCRIPTION***

### ***TITLE***

Manager, Library Events and External Relations

### ***JOB SUMMARY***

This position performs complex professional work in a highly collaborative university environment providing event planning, marketing, development, and communication tasks for the TWU Libraries. Responsibilities include: coordinating and directing events hosted/sponsored by the TWU Libraries on and off campus; serving as liaison between the TWU Libraries and the Office of Marketing & Communication; coordinating and delivering marketing materials for the TWU Libraries in accordance with university communication initiatives, marketing plans, web style guidelines, and brand identity; coordinating TWU Libraries social media and web presence; assisting with donor relations and correspondence. Work is performed under general supervision of the Dean of Libraries and performance evaluation is based upon completion of assignments and result obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the university policies and procedures.

### ***ORGANIZATIONAL RELATIONSHIPS***

*Reports to:* Dean of Libraries

*Supervises:* No supervisory responsibilities

### ***ESSENTIAL DUTIES - May include, but not limited to the following:***

#### **Coordinates and directs events hosted/sponsored by the TWU Libraries (on and off campus)**

- Serve as Chair of the TWU Libraries Events Work Group.
- Serve as Chair of the Cross Timbers Library Collaborative (CTLC) Conference Planning Committee.
- Serves as the main contact for reservation and setup of library rooms for events.
- Coordinates event logistics with key administrators involved.
- Makes venue reservations, submits and coordinates catering orders.

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- Sends invitations (most commonly via e-mail).
- Coordinates publicity with Office of Marketing and Communications.
- Receives RSVP lists.
- Schedules/coordinates speakers and special guests attending.
- Coordinates pick-up/delivery/set-up and clean-up of all items (tables, chairs, sound systems, flowers, etc.)
- Monitors expenses and updates staff as needed.
- Follows-up: media, thank you notes, etc.
- Works in collaboration with other Library staff, university departments, local universities, and the larger community in developing new events.

### **Marketing and Communication**

- Serves as the primary point of contact between Office of Marketing and Communication and TWU Libraries.
  - Develop TWU Libraries marketing materials that are in accordance with university communication initiatives, marketing plans, and brand identity.
  - Develop and implement social media tactics.
  - Develop and distribute a TWU Libraries Annual Report
  - Develop and distribute an annual TWU Libraries Donor Impact Report
- Manages the TWU Libraries Suggestion Box.
  - Works with the Library Administration Team to develop and deliver responses
- Monitors social media for student questions, complaints, accolades and informs the Library Administration Team.
- Serves as Chair of the TWU Libraries Marketing Work Group.
- Serves as Chair of the TWU Libraries Social Media Work Group.
- Maintains a list of updates for the monthly Dean's Report.
- Coordinates outgoing correspondence, documents, forms and information for administrators, faculty, students, staff, alumni, and various publics.
- Maintains and updates TWU Libraries contact lists.
- Maintains and updates TWU Libraries electronic distribution lists, including the CTLC distribution list.
- Prepares thank you notes for signature from the Dean of Libraries.
- Proofreads outgoing communications; formats and sends communications through the appropriate channels.
- Creates and maintains procedural documentation.

### **ADDITIONAL DUTIES**

- Coordinates campus visits of final candidates for vacant library positions.
- Assists the Dean of Libraries with special projects as requested.
- Provides professional assistance and excellent customer service both internally and externally.

- Contributes to a collaborative and collegial work environment.
- Performs other duties as requested.

### **EDUCATION**

Master's degree required. Degree in Higher Education Administration, Communications or related field preferred.

### **EXPERIENCE**

Five years of progressively responsible professional experience. Experience with marketing, event planning, and social media platforms, preferred.

### **REQUIREMENT**

Regular and reliable attendance at the university during regular scheduled days and work hours is an essential function of this position.

### **KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:**

- High level of trust and respect for confidentiality.
- Excellent skills in problem solving complex issues
- Working knowledge of office practices and methods.
- Excellent skills in Microsoft Office products and Google Docs.
- Excellent customer service skills.
- Ability to coordinate work with other employees, providing direct instruction as assigned.
- Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgment based on an understanding of organizational policies and activities.
- Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.
- Ability to work collaboratively across departments.
- Ability to communicate effectively orally, by phone, in person, and in writing.
- Ability to represent the Libraries and university in a friendly, courteous, and professional manner.
- Proficient with technology and office software packages.
- Ability to work with a diverse population.
- Ability to work independently and collaboratively to plan, coordinate, and implement projects.
- Ability to continually learn and grow according to the needs of the position.

- Ability to use a personal computer and other office equipment, including university related software and email.

### **PHYSICAL DEMANDS**

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel.

### **WORK ENVIRONMENT**

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

### **SAFETY**

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

**Employee Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Employee Printed Name:** \_\_\_\_\_

**Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the**

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***differences among persons. Discrimination or harassment of any kind is considered inappropriate.***

***Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran's status, or against qualified disabled persons.***

***All positions at Texas Woman's University are deemed security sensitive requiring background checks.***