



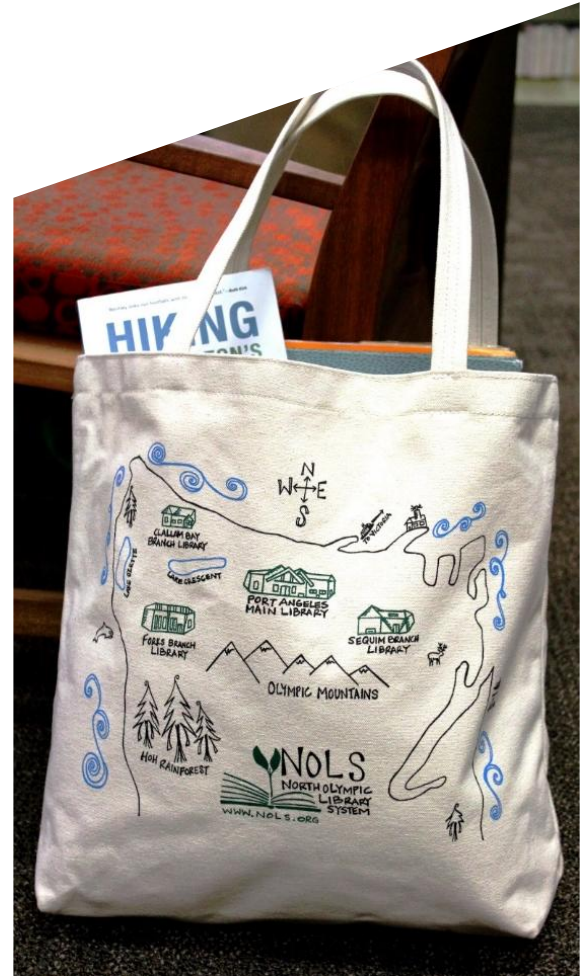
The North Olympic Library System invites you to consider the position of
**MARKETING & COMMUNICATIONS
MANAGER**

ABOUT THE NORTH OLYMPIC LIBRARY SYSTEM

The North Olympic Library System (NOLS) is a junior taxing district serving all of Clallam County, Washington. The system includes the Main Library, Administration, and Outreach Department in Port Angeles, and branches in Clallam Bay, Forks, and Sequim, and a Bookmobile that provides service across the county. NOLS is heavily involved in community engagement and partnership activities throughout the county. NOLS staff consists of 61 FTE, annual circulation is about one million, and the 2026 operating budget is just over \$7.3 million.

ABOUT THE POSITION

This position is responsible for overseeing marketing and communications efforts, ensuring high-quality, on-brand messaging, media and public relations, digital campaigns and promotional efforts throughout the system. This position leads staff involved in the creation, development, review, and release of public communications and marketing materials; organization of resources, materials, and platforms; and coordination of system-wide public communication and marketing endeavors. The Marketing and Communications Manager currently supervises two employees and may supervise volunteers. They exercise independent action and work under minimal supervision.



In this recruitment, NOLS is particularly interested in reviewing applications from candidates who have the skills, experience, and professional enthusiasm to enhance the Library in the following areas:

- Developing and executing digital and print marketing campaigns;
- Familiarity with community engagement and outreach for diverse communities;
- Highly detail-oriented and organized;
- Clear and effective communication with internal and external customers;
- Flexibility, a high level of energy, and an aptitude for multi-tasking;
- Demonstrated ability to effectively train colleagues and supervise staff;
- Working collaboratively with system-wide teams;
- Project management.

JOB DUTIES INCLUDE BUT ARE NOT LIMITED TO:

Management Team roles and responsibilities:

- As a member of the NOLS Management Team, participates in system-wide policy and budget development, strategic planning, problem solving, and decision making;
- Provides leadership and management oversight to system-wide projects and committees;
- Works collaboratively with managers and staff to address system-wide needs and implement system-wide solutions;
- May be assigned responsibility for performing administrative level functions, on an interim basis, in the absence of the Executive Director;
- Participates in tactical planning to establish and maintain the library's business continuity/disaster recovery plan;
- Works with Leadership and Administrative staff to develop and maintain NOLS' Strategic Plan;
- Promotes the library in the community and works with other NOLS staff to promote the library throughout Clallam County.



Department Management and supervisory responsibilities:

- Manages the operations and activities of the Marketing and Communications Team;
- Develops, executes, and maintains a marketing and communications plan;
- Provides leadership and supervision to Marketing and Communications staff;
- Develops and implements work programs, policies, procedures and practices;
- Organizes delivery across multiple communications platforms to promote NOLS programs, services, and news;
- Manages the development and delivery of several projects and deliverables simultaneously, monitoring priorities and setting expectations;
- Manages critical data systems including, but not limited to, email marketing, Meta Business Suite, Ad Manager and WordPress;
- Coordinates marketing efforts with community partners;
- Represents NOLS' interests with product and service vendors; coordinates logistics and completes orders for printed materials ensuring quality and deadline accuracy;
- Manages the planning, testing, evaluating and reporting of marketing campaigns;
- Maintains ADA-compliance and best practices for accessibility in marketing and public communications;
- Writes, edits, proofreads, fact-checks and coordinates large amounts of written content, ensuring communications are accurate, clear, consistent and complete; correct in spelling, grammar and punctuation; written for the intended audiences; and maintain the tone and voice of the NOLS brand;
- Monitors current trends and best practices in digital and print media to deliver innovative, relevant creative content, and collaborates in the development of external engagement strategies.

Planning, development, and oversight responsibilities:

- Oversees content on all communication channels, including but not limited to: the NOLS website, social media, email newsletter, branch signage, print material, press and news materials, and annual reports;
- Oversees and approves print production, such as brochures, posters, ads, newsletters, and signage;
- Develops and maintains a social media editorial calendar, and leads Social Media Team to implement strategies to promote library programs and services;
- Develops and edits content for the NOLS website, serves on the Web Team, and collaborates on improvements to information architecture. Collaborates with the Web and Digital Systems Coordinator to ensure that the website is consistent, accurate, timely, and well-designed;
- Plans, develops, and implements creative concepts for a wide variety of products, services, projects, and initiatives, in collaboration with the Marketing and Communications Team;
- Leads the development of merchandise with NOLS merchandising team;
- Grows and evolves the NOLS brand, reputation and positive public sentiment; aligning content with brand standards and updating the brand to meet changing needs;
- Reviews marketing and communications for accuracy, consistency, adherence to established NOLS standards, conventions, and branding, and reflection of NOLS' values, mission, and Strategic Roadmap;
- Works with managers and staff to build, maintain, and organize a photo and video library illustrating NOLS, its services, and resources;
- Provides technical assistance and staff training related to various public communication skills and projects, including preparing and providing group-based and one-on-one training, procedural documentation, and tutorials.

General tasks and responsibilities:

- Promotes good public relations and maintains effective working relationships with local leaders and stakeholders, and community groups;
- Maintains an inventory of marketing materials, and distributes materials as needed;
- Actively participates in committees, work groups, and special assignments;
- Participates in continuing education opportunities as appropriate;
- Keeps a general awareness of all library programs, services, and news happening system-wide;
- Collects statistics and other data and prepares reports as required;
- Recommends and implements approved policies and procedures and determines operational priorities; takes action to resolve operational problems.

Other responsibilities:

- Maintains work areas in a safe, clean and orderly condition;
- Drives NOLS vehicle to NOLS libraries and other locations to perform duties;
- Performs related duties as required.
- Timely and regular attendance is an essential job function.

MINIMUM QUALIFICATIONS

Education, Experience, and Certifications:

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. Typical education and experience would be:

- Four-year degree in communications, marketing, design, or equivalent field;
- At least five years' experience working in a position utilizing marketing and public communication skills as primary part of the position's functions;
- At least one-year supervisory experience;
- Valid WA driver's license;
- Good driving record clear of major traffic violations.



Knowledge and Skills Required:

- Strong knowledge of public library mission and services;
- Excellent written and verbal communications skills;
- Excellent publication design skills;
- Capabilities in basic graphic design and photo/video editing (using Adobe Creative Suite);
- Proficiency with Microsoft Office;
- Knowledge of branding, marketing, and design principles;
- Proficiency with social media business platforms and use strategies;
- Ability to work collaboratively with colleagues;
- Project management skills;
- Strong customer service attitude;
- Knowledge of developing technologies, and social media and marketing trends.

SALARY, BENEFITS, AND SCHEDULE

The 2026 salary for this position is set at the highest step for the position's range on NOLS's wage and salary schedule. Salary Range/Step M5-E: \$6,882.88 per month. This position is currently FLSA-exempt and the salary is placed at Step E in order to meet the WA State minimum salary threshold for exempt employees. NOLS is currently conducting an employee compensation study. After contract negotiations with the Union in the fall of 2026, any negotiated adjustments to employee salary ranges and benefits will take effect in 2027.

The benefits package includes:

- 5 days paid personal leave per year;
- 5 days paid management leave per year;
- 15 days paid vacation leave per year (increases after 4, 9, and 15 years of service);
- 11 paid holidays per year;
- 12 days paid sick leave per year;
- PERS retirement plan and Social Security;

- Medical insurance coverage available for employee with dependent coverage option by payroll deduction (2026 employee portion toward the total premium for subscriber-only coverage is between \$0 and \$52.35 per month);
- Dental insurance coverage available for employee with dependent coverage added at no extra cost (2026 employee portion toward the total premium is \$2.86 per month);
- \$1750 annually for employer-funded Health Reimbursement Arrangement (HRA);
- Employer-paid vision coverage for employee and all family members;
- Employer-paid Employee Assistance Program (EAP);
- Employer-paid life insurance;
- Deferred compensation plan available with employer match up to \$30/month.
- Bilingual pay stipend of between \$40 to \$80 per month, if applicable.

This is a full time (37.5 hours per week) management position and is exempt from FLSA. The position is Union represented; AFSCME Local 1619L. The schedule for this position varies and may include evenings and weekends. The primary work location is the Port Angeles Main Library. The position may be assigned to work at other NOLS facilities as needed.

WORKING CONDITIONS

Duties are generally performed indoors. Work is performed extensively at a computer work station with periods of prolonged sitting or standing. Work station may be shared with other staff. Work requires frequent interaction with co-workers and with the public. Environment includes normal range of noise, dust and other distractions, working around standard office equipment and specialized library equipment. Facilities are smoke-free; smoking is prohibited in all Library facilities and vehicles.



PHYSICAL REQUIREMENTS

Essential job functions require sufficient physical ability to work in an office setting and operate office and library equipment, including the following:

- CONTINUOUS sitting; upward and downward flexion of neck; fine finger dexterity and light to moderate finger pressure to manipulate keyboard, equipment controls and other office equipment; pinch grasp to manipulate writing utensils.
- FREQUENT side-to-side turning of neck; walking, standing, bending and stooping, pushing/pulling, twisting at waist; moderate wrist torque to twist equipment knobs and dials; lifting objects weighing up to 20 lbs. from below waist to above shoulders and transporting distances up to 50 yards.
- OCCASIONAL squatting, kneeling; reaching above and at shoulder height, lifting objects weighing 20-35 lbs. from below waist to above shoulders and transporting distances up to 50 feet.
- Ability to push, pull, load, unload, and maneuver filing cabinets and boxes.
- Ability to work a varied schedule (including evenings and Saturdays).
- Ability to travel between library locations, using NOLS vehicle personal vehicle or public transportation.

ABOUT CLALLAM COUNTY

Clallam County has a population of about 70,000 people. It is located on the Olympic Peninsula of Washington. It consists of 2,670 square miles and stretches across the northern tier of the Peninsula from Cape Flattery, the westernmost point on the continental United States, to Discovery Bay. It is bounded on the north by the Strait of Juan de Fuca and on the south by the Olympic Mountains.

The county includes miles of unspoiled coastline, spectacular mountains and much of Olympic National Park, vast forests including temperate rain forests, and acres of farmland, including Sequim's famous lavender fields. Recreational opportunities abound, including hiking, camping, bicycling, birding, kayaking, golf and cross country skiing.

Native nations that share a geographic area with Clallam County include the Jamestown S'Klallam Tribe, the Lower Elwha Tribe, the Quileute Tribe and the Makah Tribe.

The Seattle metropolitan area is approximately three hours away. The city of Victoria, British Columbia is a short ferry ride from Port Angeles.



HOW TO APPLY

Applications will be accepted until the position is filled. Priority consideration will be given to applications received by **4PM ON TUESDAY, JULY 7, 2026.**

Required application materials for this position include:

- Completed [NOLS application form](#) (*references will not be contacted until mutual interest is established*);
- Cover letter explaining your interest in working for NOLS and summarizing the skills and abilities that make you a top candidate;
- Current resume.

All materials must be included in order for application to be complete. Incomplete applications will not be considered.

SUBMIT APPLICATIONS BY EMAIL TO HR@NOLS.ORG.

To avoid firewall submission problems, please use simple file names that do not include any hyphenation or extra periods.

This announcement is meant only as a general description and recruitment guide and is subject to change. It reflects the general information considered necessary to describe the essential functions of the job and shall not be construed as an exhaustive statement of duties, responsibilities, or requirements that may be inherent in the job. It is not intended to limit or modify the right of any supervisor to assign, direct, or control the work of employees under his/her supervision. The use of a particular expression to describe duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.

Further, this announcement does not constitute an expressed or implied contract or an offer of employment. If special accommodations are required during the hiring process, please inform the Executive Director. The North Olympic Library System will consider the possibility of reasonable accommodation for all essential job functions.

All Library facilities are smoke-free, and smoking is prohibited in all Library facilities and vehicles.

The North Olympic Library System is an Equal Opportunity Employer.

