

JOB AD

Community Relations Manager - University Libraries University of Denver

The University of Denver Libraries, comprised of the Main Library at the Anderson Academic Commons, the Bonfils Stanton Music Library in the Newman Center, and the off-site Hampden Center storage facility is a highly collaborative, team-based organization that serves a diverse population, ranging from our students, staff, and faculty to public and other academic patrons from the surrounding region. Opened on March 25, 2013, the Anderson Academic Commons is the campus centerpiece for collaborative, technology-infused teaching, learning and engagement. The University of Denver Libraries are central to discovery and creative interaction among students and faculty, and provide collections, services, personnel, and systems that support the teaching and research programs of the University. The institution is dedicated to the goal of building a culturally diverse and inclusive faculty and staff committed to teaching and working in a multicultural environment.

Position Summary

This position reports to the **Dean** of the University Libraries and is responsible for volunteer and external relations; stewardship of existing library donors and cultivation of prospective donors, including liaising with central University Advancement staff in planned & annual giving; and public relations and communication to both internal DU audiences and external communities.

Essential Functions

Volunteer and external relations including Events, Board, and member support for all University Library Association (ULA) and Carson Brierly Giffin Dance Library (CBGDL) committees, as well as other library friends groups, ensuring that events and annual giving programs continue to support the library;

Promoting library, ULA, GBGDL, and co-sponsored events and activities;

Engaging with communities and individuals in support of the library;

Staff supervision;

Other volunteer support activities.

Stewardship of existing library donors, and cultivation of prospective donors including Stewardship and potential donor development in coordination with University Advancement staff;

Coordination of in-kind collection gifts with library staff;

Preparation of call reports regarding stewardship and potential donor relations;

Coordination of the Dean's visits and communication with donors and prospects;

Liaising with central University Advancement staff in planned & annual giving; annual giving; Serving as a member of the library’s Development Committee.

Public relations and communication to both internal University of Denver audiences and external communities including Support for library public relations activities with advice and key themes coming from the Public Relations Committee;

A specific job title makes it easy to find out who the hiring manager is. Look up their name and direct your cover letter directly to them.

Identify the active verbs used to describe the core duties of this position--promoting, engaging, coordinating, liaising, supervising--and align them with your experience.

Think about how you've engaged with various groups of people to share your research, and to pursue it.

Think about the work you've done in mentoring and supervising students, teaching assistants.

Think about work you've done to build relationships and communicate the value of work you or others are doing.

Coordination is a useful term to see in a job posting, because it can be reframed as "getting things done" in a broad sense. Think about work you've done to ensure the success of complex projects, events, or initiatives.

Focus here on your communication skills (writing, speaking, presenting) and on any outreach activities you've done (blogging, community engagement, social media).

Internal and external communication on library programming, including management of messaging on the flat panel screens and liaising with campus news sources and the Office of Marketing and Communication;

Creation and management of library advocacy communications in coordination with the Library Communications Manager, including newsletters, blogs, wikis, social media, and the external relations areas of the library website (Give to the Library, ULA Site, etc.);

Support for communication and attendee relations for Library exhibits and events;

Internal and external communication on other major issues that impact the libraries;

Assisting the Student Outreach and User Experience Librarian with PR and communication to internal student groups.

Supervisor Duties

Supervises several student positions (including workstudy and hourly).

Knowledge, Skills, and Abilities

Excellent written and verbal English language communication skills.

Basic math skills supporting work with office, budget, and donor database systems.

Good judgment, problem solving, and decision-making skills are needed for donor relations and for liaison and business relationships.

Diplomacy, ability to work well in a team environment, and creativity to successfully manage external relations.

The ability to recognize and manage confidential information.

Superior knowledge of office technology including Microsoft Word, Excel, Outlook, and PowerPoint; use of the Banner advancement module for access to donor information; web management tools.

Required Qualifications

Bachelor’s Degree or equivalent combination of education and Experience.

2 years’ experience in public relations, project management, communications and/or marketing, special event planning, experience working with volunteer groups, experience with fund raising and donor cultivation.

Preferred Qualifications

Experience with marketing and communications in higher education and/or academic libraries.

Work Schedule

Varying schedule depending on the needs of the job.

Highlight your experience working with students.

Use the key terms listed here in your resume and cover letter.

Don't forget that your PhD counts as work experience!

RESUME

Nikisha Jones

555 University Avenue, Boulder, CO 87654
555-555-5555 | njones@gmail.com

PROFESSIONAL SUMMARY

Effective, engaged community builder and communications specialist with more than a decade of experience in community relations, communications and outreach, library administration, and fundraising. Track-record of crafting targeted, accessible, relationship-building communications via print and digital media that get results.

SELECTED SKILLS

Communications and outreach
Project and people management
Fundraising

Stakeholder engagement and community building
Web design and management
Print and social media marketing

PROFESSIONAL EXPERIENCE

Researcher, University of Colorado (Boulder, CO)

2012-present

- Collaborated with historians and writers in Halifax, NS, Portland, ME, and Providence, RI to examine the development of early Black literary communities on the Eastern seaboard
- Engaged local communities in key research sites via creative research presentations and literary readings, interviews, and interactive online archive
- Designed and built Omeka-based digital archive of Black Atlantic writing that receives nearly 2,000 unique visitors per month and has been adopted by 6 university courses
- Argued for the significance of research in order to secure more than \$125,000 in funding from national and international funding agencies
- Demonstrated exceptional written communication skills via the publication of 5 peer-reviewed papers in high-impact journals and UCB dissertation prize
- Received 6 oral presentation prizes from national and international scholarly associations

Editor-in-Chief, *Black Atlantic Studies* (Boulder, CO)

2014-present

- Built, leveraged, and managed network of over 100 collaborators and peer reviewers to ensure effective and timely peer review, copy-editing, publication, and dissemination, including 3 staff
- Oversaw journal transition to Open Journal System (OJS) open-access online format in collaboration with UCB Libraries
- Planned and directed the execution of a new social media and web outreach strategy that increased readership by 42% over two-year period
- Collaboratively secured and managed over \$75,000 in funding from sources including private donors, businesses, and granting agencies

Teaching Fellow, University of Colorado (Boulder, CO)

2012-2017

- Designed and delivered engaging, interactive courses in English literature, composition, and research skills to students at all levels in courses ranging from 15 - 500 students
- Created interactive research skills assignments in collaboration with the UCB libraries Learning Commons to broaden student exposure to and comfort with library and archival research

- Incorporated a variety of communication strategies--Three Minute Thesis, Twitter, Tumblr, letter writing, infographic design--into course assignments and classwork to provide opportunities for students to tailor communications to a variety of audiences and formats
- Supervised team of three teaching assistants; provided regular feedback, mentorship, and support; worked to collaboratively develop assessment and instructional strategies
- Received 98% exceptional teaching evaluations, with a specific emphasis on excellent communication skills and community building in and out of the classroom
- Awarded the 2016 UCB student leadership prize and the 2014 TA Excellence Award

Communications Intern, PubWest (Denver, CO)

2015

- Maintained and enhanced PubWest website in WordPress; used analytics data to inform targeted site improvements, including graphic design and accessibility
- Increased site traffic by 13% and awareness of PubWest activities through targeted and well-designed social media campaigns, press releases, and email marketing
- Increased Twitter followers by more than 1,000 over a three-month period and secured verified account status for official PubWest Twitter handle
- Secured new donors and sponsors for PubWest annual conference, including major food and beverage manufacturers, publishers, and financial institutions who contributed nearly \$100,000 in cash and in-kind donations

Library Student Assistant, Bowdoin College Library (Brunswick, ME)

2009-2012

- Provided exceptional customer service to library patrons at circulation desk, via email and phone, and on library floor
- Assisted with book repair, digital books service, document scanning, ILL
- Ensured the organization, availability, and good condition of library collection and other research materials and services

Fundraiser, Bowdoin College Division of Advancement (Brunswick, ME)

2008-2009

- Increased one-time pledges by 32% and planned giving by 27% during second summer in role
- Professionally represented Beaudoin College to alumni, prospects, and major donors at events including meetups, donor dinners, and sporting events
- Worked with communications and marketing departments to fine-tune call scripts and print donation solicitation materials

EDUCATION

PhD, English Language and Literature, University of Colorado
BA, Summa Cum Laude, Bowdoin College

2017
2010

ADDITIONAL PROFESSIONAL TRAINING

- Advanced WordPress Skills, via Lynda.com 2017
- Social Media Marketing Essentials, via Lynda.com 2015
- Professional Development Certificate in Business, Government, and Industry, University of Colorado 2015
- GTP Certificate in College Teaching, University of Colorado 2012

COVER LETTER

Nikisha Jones

555 University Avenue, Boulder, CO 87654
555-555-5555 | njones@gmail.com

University Libraries
1720 Pleasant Street
University of Colorado
Boulder, CO 80309-0184

August 11, 2017

Dear Leslie Reynolds,

I was excited to see the advertisement for the position of Community Relations Manager for the University of Colorado Libraries, and I'm applying with the encouragement of Bebe Chang, the subject area librarian for English. The exceptional engagement, communication, coordination, and supervision skills I've developed as a researcher, teacher, and editor at the University of Colorado, skills I've honed working as a communications intern with PubWest, library assistant, and fundraiser, would be an asset to the UCB libraries. My love of UCB and intimate understanding of the value and strengths of its library system would make me a skilled and passionate Community Relations Manager.

I've spent the last seven years building my skills in community engagement and communications, doing everything from engaging Black communities on the East Coast with my research to using strategic communications campaigns to increase the reach of a peer-reviewed journal to teaching UCB students at all levels to cultivating donors for universities and non-profits. I was thrilled to see that this position includes both communications and donor development: I love finding the best way to connect with people online, in print, and in person. Prior to coming to UCB, I worked at the Bowdoin College Library as a student stack assistant, working directly with patrons and helping to manage collections, and for the Bowdoin Division of Advancement as a fundraiser.

In addition to the excellent project management skills I need to conduct major, in-depth research projects and run an academic journal--both of which have given me an excellent understanding of the UCB libraries--I'm also a fanatic for process improvement and effective team leadership. As Editor-in-Chief of *Black Atlantic Studies*, I worked with the UCB digital librarian to move *BAS* online and improve our reach (the result? A 50% increase in our submission rate). I've also honed my supervision and teaching techniques to get the best out of my editors and students: three of my editors now work in publishing, my teaching evaluations are 98% exceptional, and I was awarded the 2016 UCB student leadership prize.

I was excited to see a position that matches my skills, expertise, and career goals open up at the University of Colorado. I chose to pursue my PhD at UCB in part because of its exceptional libraries and research support, and have decided to settle in Boulder permanently. I worked closely with the libraries in moving *Black Atlantic Studies* to an open-access online format, and I've been watching the progress of UCB libraries' other digital initiatives with great interest.

I'm thrilled at the possibility of being involved in the University of Colorado's work to promote, enhance, and find support for its exceptional libraries, and I would love the opportunity to talk with you in person about the value I can bring to the UCB library system. Thank you for your consideration.

Warm regards,

Nikisha Jones