

FY24 Communications & Marketing Plan

Jenette Sturges, Communications & Marketing Manager

Communications & Marketing Office Duties

Communications

Media relations (pitching, press releases, coordinating interviews, building relationships with outlets, monitoring)

Crisis communications

Issues management/communications (budget, DEI, etc)

Board support and intergovernmental cooperation

Website updates and content management

Communications SOPs, policy, and staff training

Translation coordination

Direct organizational communications (closures, etc.)

Internal communications (The Friday Email)

Marketing

Branding

Program and service marketing

Data-driven and integrated marketing (esp. email/direct mail marketing)

Equity and inclusion marketing

Social media monitoring and strategy

Photography/videography coordination

Print design (Annual report, summer guide, other brochures, bookmarks, etc.)

Swag design

Other duties as assigned (150th anniversary, Patron Point implementation, etc.)

Our Channels

Website

- Comunico Listings
- Homepage slider
- Homepage emergency banner
- Homepage news blog

Social Media Channels

- Facebook
- Instagram
- YouTube

Paid Social

- Meta (Facebook/IG)
- YouTube
- Google search

Print

- Program flyers
- Annual Report
- Summer Engagement Calendar
- Rack cards/brochures
- Posters
- Bookmarks
- Mailers

Online

- Google Business Profile
- Yelp Profile
- EPL App (Website mirror)

Media

- Press releases
- Guest columns (Roundtable)
- Paid print/digital display advertising
- Radio PSAs (WBEZ)

Email (Patron Point)

- This Week at EPL
- This Month at Robert Crown
- EPL KIDS
- EPL Teens
- Esta mes a EPL (Spanish-language monthly)
- Development
- Patron Point automations
 - New cardholder
 - Birthday

Partner Channels

- Newsletters (City e-news)
- D65 Virtual Backpack
- Social Media Shares

In-Person Active

- Interactions with public service desk and engagement staff
- Pre-program announcements
- Board meetings

In-Person Passive

- Posters
- Digital monitors

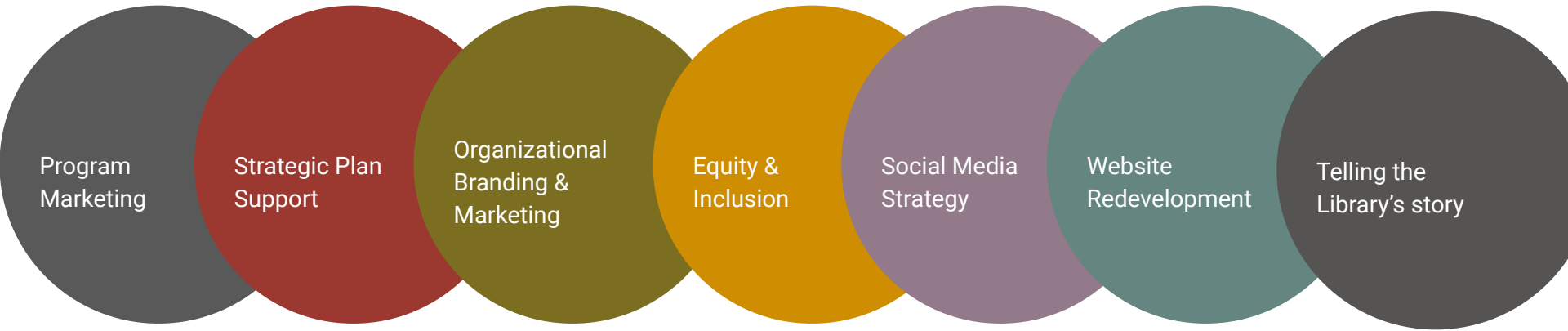
Internal Communications

- Staff home page
- The Friday Email
- All-staff emails
- First Thursday Meetings
- Staff Days
- Surveys

Roles

- **Marketing & Communications Manager:** Responsible for all of the above.
- **Marketing Assistant:** Produces newsletter and social media content, plus writing assignments for epl.org and trade publications. (Up to 10 hours/week)

Strategic Focuses



Program Marketing

- New levels for delineating responsibilities and setting expectations for programming staff
- New resources for programming staff and managers
- Enforcement of six week lead time

Social Media

- Goals and activities driven by our DEIB plan
- Adding intern/work-study positions to assist with content generation, especially video.



Questions?