

## **PUBLIC RELATIONS COORDINATOR**

**Classification:** Grade 5

**Work Schedule:** Full time, occasional weekends or evenings as required.

### **General Job Description:**

The Public Relations Coordinator is responsible for the development of all marketing and promotion activities and implementing creative strategies which increase the community's awareness of library services and programs and attract users to the library. This person also oversees community outreach.

### **Duties:**

- Creates and markets library campaigns.
- Ensures consistent library identity and branding across all media platforms.
- Collaborates with departments about outreach services and opportunities, providing support from the PR department to promote these ideas.
- Informs and educates staff about library campaigns and strategic directions.
- Works with other staff to develop and guide social media strategy and content. Serves as primary administrator of the library's existing social media accounts, targeted emails and the promotional aspects of the library's website and online catalog. Explores expansion into new platforms.
- Represents the library at public functions and to the media. Develops relationships with public officials and media contacts, solicits coverage of library services and programs in other organization's publications. Distributes news releases to the media.
- Oversees all community outreach to organizations, and directly coordinates the library's involvement in larger events such as the county fair, local festivals and farmer's markets.
- Coordinates and edits the creation of the newsletter and library promotional materials such as brochures, bookmarks, and online campaigns.
- Organizes and mediates graphics requests to the Graphic Designer.
- Handles publicity for all library closings, board meetings, and library-wide campaigns on the events calendar and in-house signage.
- Arranges outside graphics and printing jobs when necessary.
- Works closely with the Technology Librarian and Technology Associates to ensure branding and messages are consistent across all forms of library communication.
- Assists with special library functions and fundraising efforts.
- Attends Foundation Committee Meetings to assist in promotion of the Friends' fundraising campaigns and events.
- Attends professional continuing education seminars related to departmental tasks and objectives.
- Attends and participates in consortium and system-related committees and meetings.

**Organizational Relationships:**

- Reports to the Assistant Director and works in close cooperation with the Technology and Programming staff in all other departments.
- Supervises the work of the Graphic Designer.

**Qualifications:**

- Bachelor's degree in a relevant field of study (Marketing, Communications, Journalism, Graphic Design, etc.) and at least one year of experience working in Marketing and/or Public Relations.
- Computer fluency in Windows, MS Office and social media apps.
- Knowledge of graphic design and layout and ability to create signage and publications using a desktop publishing program such as MS Publisher or InDesign.
- Thorough knowledge of the methods, practices and techniques of marketing and promotion.
- Superior writing, editing and proofreading skills.
- Exceptional interpersonal and collaboration skills; able to work with different teams as well as in partnership with other staff.
- Excellent professional image and positive attitude.
- Enthusiasm for working with the public.
- Strong planning and organizational skills.
- Great speaking and presentation skills.
- Valid driver's license.

**Physical Requirements:**

- Manual: able to operate computer keyboard and mouse.
- Visual: able to detect color coding, read documents and a computer screen.
- Communication: Fluent in English, both written and oral. Able to speak and be heard and hear the speech of co-workers and patrons in person and over the phone. Able to be heard by a larger group of people without the aid of a microphone.
- Pushing/pulling, lifting and carrying: able to lift lightweight folding tables, manipulate a canopy tent (with assistance) and push carts of supplies to events outside the library.

