

LIBRARY COMMUNITY RELATIONS COORDINATOR

PURPOSE AND NATURE OF WORK

This position is responsible for public relations and promotional work for the Public Library. Work involves a high degree of professional and public contact in communicating and meeting with the news media, community and business leaders, support organizations, scholars, private interest groups, government officials, and others. The position supervises a small staff whose work involves technical and creative writing, graphic arts, video production, photography, and production of printed and digital promotional material. Position reports to the Library Administrator.

ILLUSTRATIVE EXAMPLES OF WORK (Note: These examples are intended only to illustrate the various types of work performed by incumbents in this class. All of the duties performed by any one incumbent may not be listed, nor does any incumbent necessarily perform all of these duties.)

Plans, coordinates and directs library marketing and publicity for all programs and events, and for the library's collections and services, for the main library and all branch libraries. Designs and produces highly complex computer-generated promotional materials using desktop publishing/graphic software. Trains and supervises staff whose work involves technical and creative writing, graphic arts, video production, photography, social media administration, and the production of printed promotional materials. Assists librarians in coordinating exhibits, displays, special activities and library celebrations. Prepares the division's annual budget requests, and arranges for the purchase of necessary supplies.

Performs related work as required.

NECESSARY KNOWLEDGES, ABILITIES, AND SKILLS

Considerable knowledge of desktop software and applications.

Considerable knowledge in the areas of graphic arts, library promotion, television production, journalism and public relations.

Knowledge of library practices, policies and services.

Ability to interpret and analyze technical and statistical data for the preparation of oral and written reports.

Ability to communicate effectively, both orally and in writing, to groups and individuals.

Ability to establish and maintain effective working relationships with library staff and administration, news media, government officials, civic leaders, scholars and the general public.

DESIRABLE TRAINING AND EXPERIENCE

Bachelor's degree in public relations, journalism or related field, including training in desktop publishing, and experience in public relations; or any equivalent combination of training and experience.