

## **Public Relations Coordinator- Project Position**

Reports to: Library Director

Project Position: Limited Term Employment

Wage: \$15/hour

Probationary period: 3 months

Hours: average 10-15 hours/week up to 800 hours per year

### **Summary**

The Public Relations Coordinator, under direction of the library director, will develop and lead the implementation of a cohesive marketing strategy for the Carter Memorial Library. The PR Coordinator will increase the Library's visibility and broaden awareness of what the library offers to the community. The PR Coordinator will work with the Carter Memorial Library Fundraising Group to develop and implement fundraising strategies and seek out grant and donation that would include expansion fundraising.

### ***JOB-SPECIFIC ACCOUNTABILITY***

- Effectively communicates the Library's mission, goals, value, accomplishments and activities to media representatives, community leaders, elected officials, Board members, and other key constituencies
- Develops and implements the Carter Memorial Library Fundraising Group's short and long-term fundraising strategies, including fundraising campaigns, events, donor gift solicitation, grant solicitation and planned giving opportunities
- Creates, updates, and administers a comprehensive marketing plan; identifying opportunities to attract and engage new-users and retain current ones; successfully promoting the Library's core resources, services and programs
- Cultivates and maintains communications with current and potential donors
- Promotes Library communications, under the direction of the Library director, across multiple venues and formats
- Actively seeks opportunities to interact and partner with other organizations in order to enhance and improve services and/or broaden awareness of the Library's offerings
- Prioritizes, and assists with the creation and distribution of promotional content in a variety of formats
- Promotes and maintains a positive working relationship with all library staff
- Attends Library Board meetings as needed

## ***QUALIFICATIONS***

- Education in Marketing, Communications, Public Relations, or a related field from an accredited school or comparable experience
- Must have a valid driver's license

## ***KNOWLEDGE, SKILLS and ABILITIES***

- Ability to deal tactfully and courteously with people in a business and public service context
- Demonstrates ethical conduct and confidentiality in all aspects of the work environment
- Advanced technological skills including social media
- Ability to handle multiple work assignments and interruptions, prioritize projects and meet tight/strict deadlines
- Knowledge of integrated marketing and public relations strategies as well as market analysis and research techniques
- Thorough understanding of branding principles and tactics in a variety of media and formats
- Working knowledge of media production, communication and dissemination techniques
- Knowledge of modern library services and materials as well as standard office and library equipment
- Basic mathematical skills with ability to manage spreadsheets
- Ability to work under general supervision with latitude in exercising independent judgment to maximize efficient workflow
- Ability to work independently and collaboratively as part of a team
- Dependable, punctual, with good attendance and work habits