

JOB TITLE: PUBLIC RELATIONS AND MARKETING MANAGER

CLASSIFICATION: Administration

NATURE OF WORK: Public Relations and Marketing Manager is responsible for promoting community awareness of library services, informing staff, and training on library services and policies. Understands and complies with all library policies and trains staff on courteous and friendly service to library patrons. Position requires independent work.

EXAMPLES OF WORK PERFORMED: Develops, implements, and evaluates library marketing plan. Promotes community awareness of library services and programs through appropriate communication with media, local organizations, and businesses. Develops library newsletters, including writing, artwork, photography, editing, and arranges for production and delivery of publications; oversees layout and design. Develops, designs, and produces promotional and informational materials, including but not limited to brochures, flyers, posters and booklets, email marketing campaigns, social media posts, and any newly developed marketing channels. Establishes and maintains relationships with local media and takes inquiries from the media concerning the library. Actively participates in planning, development, budgeting, and continual improvements of the library. Webmaster of all library websites, designing, developing, and keeping up to date on all library websites. Responsible for the timeliness and accuracy of public information. Advises other staff and Library Board members about public relations and marketing activities. Keeps abreast of current community and library trends by reading community information, and attending meetings and community activities, including keeping updated through print or electronic means. Schedules and conducts tours of library facilities by outside groups. Participates as a member of the library management team. Attends Board meetings when required and produces a monthly and yearly report of activities. Promotes the library through public relations best practices. Promotes safety among co-workers and clearly communicates its importance to patrons and staff. Other duties as assigned.

SUPERVISION: Most work is performed without direct supervision. Supervision comes from the Assistant Director for Business Management and takes the form of frequent review of his/her work for accuracy and output. Position is in charge of library operations in the absence of the Director and Assistant Director for Business Management

EDUCATION: Bachelor's Degree in a related field, or substantial progress towards completing Bachelor's Degree and continuous enrollment in pursuit of degree.

DESIRED KNOWLEDGE AND SKILLS: Knowledge of principles and practices of marketing and public relations, superior writing and editing skills, considerable ability to work with people of all ages and backgrounds in a friendly, approachable, and tactful manner, knowledge of layout and design, knowledge of web design, graphics, databases, word processing, and desktop publishing software, ability to communicate effectively in English, ability to speak in public, ability to work independently and prioritize projects, ability to communicate sensitive issues affecting library image and place in the community to the public, knowledge of public library policy, services, procedures and problems, ability to work

effectively with patrons and staff, ability to work as a team player, ability to supervise and manage special events, current driver's license, ability to reach, bend, and lift 30 lbs. Must be able to attend outside conferences and meetings, including occasional overnight stays for conferences.

MOBILITY AND PHYSICAL REQUIREMENTS: Must be able to bend, reach and lift 30 lbs. Must have a valid driver's license and be able to attend outside meetings. Must be able to occasionally travel overnight for conferences. Must be able to see and work with documents of various types

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as required to meet the ongoing needs of the organization.