

## MANHATTAN PUBLIC LIBRARY

### JOB DESCRIPTION

Job Title: Public Relations Coordinator

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Exempt: No

Grade: K

Reports To: Director

Department: Administration

Date: November 2017

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### JOB SUMMARY:

Plan, implement, and evaluate public relations and activities that support the Manhattan Public Library's goals and services. Work with all departments in implementation of activities that further communications efforts.

Work with the Director to develop and maintain effective communications with the community, library partners and staff. Evaluate the effectiveness of publicity efforts and make recommendations. Primary responsibilities include the production and coordination of print materials, web content and social media messages.

### DUTIES AND RESPONSIBILITIES:

The duties and responsibilities described below are indicative of what the Public Relations Coordinator may be asked to perform; other duties may be assigned.

1. Ensures that technical skills are maintained and tasks are completed within the parameters of the library's policies and procedures.
  - Becomes knowledgeable and implements all policies and procedures within the organization and department.
  - Diagnoses problems and/or situations and finds ways to resolve issues within the library's established policies and procedures.
  - Coordinates publicity and the distribution of information about library programs and services. Prepares and disseminates information about the library through print, broadcast, and electronic media. Designs and provides content for press releases, newsletters, advertisements, and library publications.
  - Works closely with all library staff to identify key events, services and resources for promotion.
  - Identifies media sources and contacts. Develops relationships with contacts to ensure ongoing library coverage. Serves as the initial contact for media inquiries, and requests.
  - Shoots photographs and videos for publicity. Maintains organized files of digital images.
  - Updates content, images, and design of the library's web page. Collaborates with the Web Evaluation Team to evaluate effectiveness through analytics and make appropriate changes.
  - Creates and maintains images on public PC's.
  - Proofreads information that is distributed to the public.
  - Develops and maintains brand management guidelines.
  - Represents the library to the community and local organizations as required/directed.
  - Provides written and verbal reports on both routine and special projects.
  - Provides public relations support for Manhattan Library Association activities and events including newsletters, membership drives, mailings, publicity and signage for the annual book sale and Rosie's Corner Book Store.
  - Chairs the Social Media Team and serves on various committees as assigned including the Web Evaluation, Summer Reading, and Outreach Teams.
  - Solicits and coordinates all donations for the yearly summer reading program. Assists administration staff with other fundraising efforts as needed.

2. Ensures that all job responsibilities are planned and completed within established deadlines.
  - Maintains publicity calendars and schedules.
  - Maintains and updates media contact files, as well as information about special interest, community and civic groups.
3. Supports the operations of the department/organization through:
  - Establishing priorities and deadlines for work assignments
  - Ensuring that all work is completed timely and accurately
  - Scheduling and coordinating communication and publicity of library services and events.
  - Keeping administration and MPL staff informed of communication and publicity related issues.
4. Demonstrates ability to support organizational changes needed to improve the organization's effectiveness:
  - Initiates and implements new methods, approaches or technologies.
  - Works cooperatively with others to produce innovative solutions.
  - Demonstrates openness to new organizational structures, procedures, and technology.
5. Demonstrates concern for satisfying customers:
  - Assists customers in a respectful, friendly manner when approached with questions.
  - If unable to resolve the issue, assists in finding the individual(s) who can resolve the issue; follows up to ensure the patron's concerns were handled.
  - Maintains professional demeanor while responding to a patron who is disgruntled.
6. Presents a professional positive image to both internal and external customers
  - Respects the confidentiality of information or concerns shared by others.
7. Contributes to the team's success including fostering teamwork with coworkers:
  - Listens and responds constructively to other team members/coworkers.
  - Expresses disagreements constructively (e.g., emphasizing points of agreement, suggesting alternatives that may be acceptable to the group.)
  - Enlists the cooperation and participation of co-workers.
  - Cross-trains in other areas of the library as appropriate.
  - Carries his or her fair share of the workload.
8. Takes responsibility for one's own performance and continues to learn the skills necessary:
  - Identifies new areas for learning and incorporates into the job application.
  - With supervisor, sets specific goals or performance expectations about what will be done and how.
  - Continues to learn new techniques and methodologies related to the field.
  - Takes responsibility for own mistakes – does not blame others.
9. Manages one's time and resources effectively:
  - Gains an understanding of the tasks that must be undertaken and asks appropriate questions.
  - Understands the need for regular attendance, reporting to work at the designated time, and utilizes leave and break time in accordance with policy.
  - Weighs the costs, benefits, risks, and chances for success in making a decision.
  - Anticipates possible problems and develops contingency plans in advance.

**QUALIFICATION REQUIREMENTS:**

To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required at the time of hire or for continuation of employment.

**EDUCATION AND EXPERIENCE:**

- Bachelor's degree in public relations, design or related field, or equivalent experience.
- Experience with graphic design and photography.
- 1 to 3 years of experience in a public relations role.
- Experience with website management.

**SKILLS AND ABILITIES:**

- Ability to respond to complaints and grievances in a professional and courteous manner.
- Demonstrated customer service skills in dealing with internal and external customers.
- Ability to operate a PC and relevant computer software including Microsoft Office software.
- Proficient in writing for various communication formats including print and electronic media.
- Demonstrated skills in web development and content management.
- Demonstrated skills in digital photography and photography editing software.
- Skilled with the use of design software such as Adobe, Quark Express.
- Skill with social media, web blog and web editing tools.
- Demonstrated skills in graphic design for visual communication.
- Knowledge of the use of social media in public relations.
- Must be well organized, detail oriented, and have excellent interpersonal skills.
- Able to prioritize work activities to efficiently accomplish tasks that meet objectives and exacting deadlines.

**LANGUAGE SKILLS:**

- Ability to communicate effectively with library staff, the public, the local media and library related groups.
- Ability to speak in public in formal and informal situations.
- Ability to communicate effectively in both written and verbal form.
- Ability to participate effectively in all types of meetings.
- Ability to write, edit, and proof publications.
- Demonstrated writing skills for public relations.

**MATHEMATICAL SKILLS**

- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.
- Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

**REASONING ABILITY**

- Ability to define problems and deal with a variety of situations.
- Ability to think quickly, maintain self-control, and adapt to stressful situations.
- Ability to use good judgment and effectively solve problems.
- Ability to plan work and establish priorities.
- Ability to assign work, increasing or decreasing duties.
- Ability to distribute work among co-workers or others.
- Ability to organize time and resources.

**PHYSICAL AND WORK ENVIRONMENT:**

The physical and work environments described are representative of those that must be met by an employee to successfully perform the function of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

**Physical Environment:**

- The duties of this job include physical activities such as climbing, reaching, walking, grasping, feeling, fingering, talking, hearing/listening, seeing/observing, and repetitive motions.
- Specific vision abilities required by this job include close, distance and peripheral vision; depth perception; and the ability to adjust focus.

**Work Environment:**

- Ability to work under time pressures such as frequent "rush" jobs, urgent deadlines, etc.
- Ability to work under distractions such as telephone calls and other disturbances.
- Ability to deal with unpleasant social situations such as irate or disturbed individuals.
- Ability to perform repetitive activities.