

Job Description

Job title: Public Relations Specialist
Department: Administrative Services
Exempt: No

Salary grade: E
Reports to: Head of Community Engagement
Supervisory responsibilities: No

Essential competencies that apply to all library employees:

- Demonstrate enthusiasm for providing service excellence.
- Show commitment to customer satisfaction.
- Develop and maintain positive relationships with internal and external customers.
- Represent the library in a positive and ethical manner.
- Work cooperatively with managers and co-workers.
- Show a capacity for grasping concepts and ask questions to gain further understanding.
- Communicate effectively orally and in writing.
- Complete work assigned on time and to the defined quality.
- Demonstrate prompt and regular attendance.
- Comply with library policies and operational procedures.
- Show that essential job functions can be performed with little or no supervision.
- Show flexibility and adaptability.
- Show initiative by acting independently to provide solutions to problems, seek additional responsibilities, and practice self-development.
- Comply with safety and security standards; keep workplace safe and clean.

Essential duties:

- Assist the PR Coordinator in carrying out marketing and promotional related functions.
- Design and produce flyers, brochures, ads, and other marketing materials as directed by supervisor.
- Serve content creator for social media.
- Assist with promotional efforts and at special events.
- Create and analyze graphic design layouts images with advanced proficiency and attention to detail.
- Assist in developing and determining how to best provide marketing services to the community.
- Maintain publicity archive file of all library ads, publicity and photos.
- Create, proofread, and edit text with advanced proficiency and attention to detail.
- Enter data in databases, spreadsheets, and internet interface programs.

Education and formal training

Required:

- High school diploma or equivalent.
- Completion of two years of college course (62 credit hours) work or trade school.

Preferred: Bachelor's Degree in communications, public relations, marketing, or related field.

Experience

Required: Experience with two or more of the following design software: Illustrator, InDesign, Photoshop.

Preferred: Experience updating and maintaining web sites. Demonstrated success in a public relations or marketing role. Library Experience. Photography and photo editing skills.

Job Description

Special knowledge, skills, and abilities

Knowledge of social media in public relations. Ability to use professional photography equipment. Ability to operate a PC and relevant computer software. Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals, fractions, percentages, ratios, and proportions to practical situations. Ability to work independently. Advanced proofreading skills and keen attention to detail.

A combination of training and experience which provides the required knowledge, skills and abilities to successfully perform the job may be considered.

Budgetary responsibilities: None

Physical and Environmental Factors: The duties of this job include physical activities such as climbing, reaching, lifting (up to 20 pounds), 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.

Equipment operation: Standard office equipment including but not limited to computer, camera, scanner, tablet, printer, copier, fax, phone, email, or other technology.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this job.

Duties and responsibilities, as required by business necessity may be added, deleted or changed at any time at the discretion of management, formally or informally, either verbally or in writing. Scheduling and shift assignments may be changed at any time as required by business necessity.

A criminal background and reference check is required for all library positions.