GENERAL STATEMENT OF RESPONSIBILITIES

Under general supervision, this position is responsible for managing, evaluating, planning, and implementing community relations and programs to increase perception and usage of Library services and programs. Reports to the Director of Libraries & Information Services.

ESSENTIAL JOB FUNCTIONS

Responsible for planning and implementing strategies and activities to promote a positive image of the Library System. Develops and produces messages that communicate the value of Library products and services to customers and evaluates message effectiveness. Implements and evaluates outcomes. Develops, implements, evaluates, and maintains a comprehensive public relations plan for the department; advises and supports the Library Executive Team on branding and marketing strategies. In cooperation with the Library IT Manager, works to maintain an up-to-date presence on the Library system’s internal website and external social media sites.

Responsible for the effective supervision of assigned staff including prioritizing and assigning work, leave approval, performance management, employee relations, and related activities.

Researches and provides market research data to assist in annual and strategic planning to achieve library goals and objectives. Researches, writes, proofs, and edits reports on both routine and special projects. Develops materials for presentations and prepares speeches for the Department Director.

Provides media interviews for television and radio in support of library services and programs. Develops, edits, and distributes communication tools for key stakeholders. Responds to requests for information from the public, various external organizations, and City departments.

Participates in public relations and major community outreach events. Chairs the Adult Programming Committee and has oversight of Adult Programming and outreach activities; works with branch staff to create, organize, publicize and promote Adult Programs; participates in development of programming budget. Represents the Library at various City-sponsored and local organization meetings. Participates on Library Committees and task forces; participates in Emergency Operations Center (EOC) on an as needed basis during events necessitating the activation of EOC; serves on the Library’s Executive Team.

Performs other duties as assigned.
PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City’s Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

REQUIRED KNOWLEDGE

- **Public Relations and Communications** – Considerable knowledge of the principles, techniques and methods of public relations, marketing, communications using a variety of sources including social media. Knowledge of the processes and equipment used in the design and preparation of multimedia graphics, brochures and other visual aids. Knowledge of advertising and publicity, including researching, preparing and disseminating public information.
- **Program Management** – Knowledge of program planning and implementation to include research, development and evaluation methods that align with the organization’s strategic plans.
- **Supervision** – Knowledge of leadership techniques, principles and procedures to assign work, schedule, supervise, train, and evaluate the work of assigned staff.
- **Customer Service** – Considerable knowledge of principles and processes for providing customer service. This includes setting and meeting quality standards for services, and evaluation of patron satisfaction.

REQUIRED SKILLS

- **Judgment/Decision Making** – Evaluates the best method of research and then exercises appropriate judgment in establishing priorities and resolving complex matters. Considers the relative costs and benefits of potential actions to choose the most appropriate one.
- **Interpersonal Relationships** – Develops and maintains cooperative and professional relationships with employees and all levels of management to include library patrons and representatives from other departments and organizations.
- **Computer Skills** – Produces materials using text, graphics, document layout and other design elements to create visually appealing and easy to read and understand publications. Produces electronic presentations to be used with social media and other materials.

REQUIRED ABILITIES

- **Communication** – Excellent ability to effectively communicate ideas and proposals to diverse audiences to include preparing and presenting a wide variety of related community and public relation materials. Excellent ability to listen and understand information and ideas presented verbally and in writing. Ability to handle a variety of issues with tact and diplomacy.
- **Coordination of Work** – Ability to establish and implement effective administrative programs and procedures. Ability to plan and organize daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Performs a broad range of supervisory responsibility over others.
- **Financial Management** – Ability to perform arithmetic, algebraic, and statistical applications to perform purchasing and financial transactions. Ability to employ economic and accounting principles and practices in the analysis and reporting of budgeting data.
EDUCATION AND EXPERIENCE

Requires a Bachelor’s Degree in Public Relations, Journalism, English, Marketing or a related field and 3-5 years of directly related experience in marketing or public relations or any equivalent combination of education and experience. Public library experience preferred.

ADDITIONAL REQUIREMENTS

Requires an acceptable general background check to include a local and state criminal history check, an acceptable sex offender registry check and a valid driver’s license with an acceptable driving record.

PHYSICAL REQUIREMENTS

- Requires the ability to exert light physical effort in sedentary to light work.
- Some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds).
- Tasks may involve extended periods of time at keyboard or work station.

SENSORY REQUIREMENTS

- Some tasks require the ability to perceive and discriminate sounds and visual cues or signals.
- Some tasks require the ability to communicate orally.

ENVIRONMENTAL EXPOSURES

Essential functions are regularly performed without exposure to adverse environmental conditions.