

Community Programs Coordinator JOB DESCRIPTION

Nature of Position: Community Programs Coordinator has the responsibility to plan, manage, organize, develop and evaluate production and delivery of public information which promotes library services, programs and events.

Authority: Community Programs Coordinator reports to the Library Assistant Director.

Essential Functions, Knowledge, Skills and Abilities:

- Clear understanding of the mission of the public library and a forward looking vision regarding its dynamic role in the community.
- Must have the ability to project a positive image and speak in a positive manner.
- Evidence of excellent oral and written communication skills.
- Ability to apply marketing, public relations and communications techniques to a library environment.
- Understanding of various news media and their requirements for effective communications.
- Ability to design and produce a wide range of effective, attractive library publications.
- Skilled in use of computers, MS Office Software, and desk-top publishing.
- Ability to establish and maintain effective working relationships with media representatives, employees and the general public.
- Initiative, energy, and creativity.

Scope of Responsibilities:

- Proactively identify library programs, services, and resources for marketing and promotional opportunities in consultation with administration, managers, and staff.
- Coordinate media relations for the library. Write, edit and distribute news releases, and respond to inquiries. As appropriate, speak with the media on behalf of library administration.
- Design, produce and coordinate distribution of a wide range of library communications and publications; e.g. library newsletters, bookmarks, brochures, flyers, posters, advertisements, invitations, annual reports, etc.
- Plan and organize library-wide public relations events, campaigns, receptions, special events, and exhibits. Manage communications with partnering organizations.
- Take a proactive approach with local media to stimulate and anticipate coverage about the library and its services, events and proposed projects.
- Serve as a resource for administration, managing librarians and other staff in developing publications, public relations programs, internal displays and special events.
- Make sure all library events are updated on the community events calendar
- Update library's website for all library programs
- Assist in preparing responses to public suggestions or complaints.

- Assure maintenance of archive of articles about the library appearing in local or trade publications.
- May represent the library at public functions and serve on community boards or committees as determined in consultation with library administration.
- Prepare annual Community Relations budget for advertising, printing and design. Monitor expenditures throughout the year.
- Measure effectiveness of marketing/promotional efforts. Design surveys and other means of collecting evaluative data.
- Coordinate library's informational campaign.
- Work with administration and management to formulate public relations policies and procedures.
- Assist in staff orientation and in-service staff training sessions on public relations and public service attitudes.
- Measure effectiveness of marketing/promotional efforts.
- Assist in grant writing projects
- Serve on library-wide committees, as assigned.
- Perform other work as assigned.

Minimum Qualifications:

Bachelor's degree in Business Administration with a concentration in Marketing and four years successful experience in public relations, communications and/or marketing. Equivalent combination of education and experience may be considered. Excellent writing skills, communication skills and graphic design skills are a plus.