

ANDOVER PUBLIC LIBRARY

Job Description

Job Title: Community Relations Coordinator	FLSA Status: Non-Exempt / Hourly
Reports to: Director	Hours: Full time @ 34 hr/week
Benefits: Excellent	Wage: \$8.30/hour

The Community Relations Coordinator identifies, develops, and implements all marketing and promotional strategies for the Andover Public Library in Ohio and works closely with library staff to promote programs and events. Promotes community awareness of library services and programs through planning and appropriate communication with media, schools, area organizations, local businesses, and library staff. Work is performed under the direct supervision of the library director with flexibility allowed for carrying out the details of the work.

ESSENTIAL JOB FUNCTIONS

- Works closely with the director to develop an annual plan of library objectives and activities for community relations based on the library's goals and objectives.
- Recommends the marketing budget and monitors expenses.
- Identifies library products, e.g. services, resources, and programs for marketing and promotional opportunities in consultation with director and staff.
- Identifies and assesses target markets and community interests and needs.
- Composes news releases and promotional materials.
- Designs and distributes a wide range of library communications publications; e.g. brochures, flyers, posters, calendars, newsletters, reports, signs etc. using computer graphic layout applications.
- Updates and maintains web content and social media with upcoming events, news services, and articles of interest.
- Maintains the library's electronic signage.
- Keeps informed of local developments and activities through the local press and maintains contact with schools, community and business groups.
- Participates in planning and implementing cooperative public relations activities with county-wide group(s) and coordinates participation in community events.
- Assists with programming to assure alignment with community needs and wants. Assists with arrangements as needed. Promotes programming to the public.
- Works closely with schools to identify needs, provide support, and develop cooperative programming.
- Develops and coordinates outreach library services such as homebound delivery, school deliveries, and pop-up libraries.
- Maintains up-to-date knowledge and skills related to public relations, marketing and library services through professional reading, attendance at continuing education workshops and conferences, staff meetings and staff development activities.
- Uphold the library's mission and, at all times, impart a positive impression of the library.
- Other duties as required.

The normal work schedule is flexible with occasional required evening and weekend hours.

QUALIFICATIONS

Knowledge / Skills / Abilities / Personal Characteristics

- Initiative, enthusiasm, energy, and imagination to perform job functions with a minimum of direction.
- A clear understanding of the public service mission of the library and a forward thinking vision regarding the library's dynamic role in the Community.
- Broad understanding of public relations and marketing principles and practices.
- Demonstrated creativity and ability to transpose ideas and thoughts onto computer screen graphically using a variety of publication and design software
- Demonstrated interpersonal skills, including the ability to communicate and work effectively with others, including all types and ages of people, and a variety of external constituencies.
- Demonstrated written and oral communication skills with superior active listening skills.
- Flexibility and ability to handle changing priorities; ability to shift smoothly to different tasks.
- Desire to seek out challenges and new opportunities and develop creative solutions.
- Work independently or in a team environment.

Education, Training and/or Experience

- Some college with specialization in public relations, marketing, communication, or related field preferred.
- Previous professional public relations/marketing experience.

Special Qualifications

- Valid driver's license and reliable transportation required.

Essential Physical Abilities

- Sufficient clarity of speech and hearing or other communication capabilities, with or without reasonable accommodation, which permits the employee to discern verbal instructions, communicate effectively on the telephone and in person and to hear sounds within the normal range of conversation.
- Sufficient visual acuity, with or without reasonable accommodation, which permits the employee to comprehend written work instructions and review, evaluate and prepare a variety of written documents and text and visual materials.
- Sufficient manual dexterity, with or without reasonable accommodation, which permits the employee to operate standard office equipment and a personal computer.

This job description is not intended to be a complete list of all responsibilities, duties or skills required for the job and is subject to review and change at any time, with or without notice, in accordance with the needs of Andover Public Library.