

PUBLIC RELATIONS SUPERVISOR



Reports To and Supervised By: Library Director

General Description

Responsible for the administration, planning, and operation of the department and for guiding the district-wide public relations and marketing; serves as a member of the Management Team.

Primary Responsibilities

- Performs core values to standards set by library (which include Teamwork, Accountability, Work Ethic, Professionalism, and Customer Service).
- Develops and promotes media coverage of Library activities through television, radio and newspapers through regular press releases and photo opportunities; build relationship with local media personalities.
- Creates, produces, and distributes marketing materials, such as fliers, brochures, annual reports, and displays, in a variety of formats.
- Creates copy, coordinates art/layout, and oversees production of monthly newsletter.
- Provides timely, accurate response to media inquiries.
- Plans, develops and creates marketing and PR strategies and materials needed for library campaigns and issues.
- Maintains media contact list.
- Creates and annually updates the public relations, marketing, and crisis communication plans.
- Works with other staff in supporting recognized public relations campaigns.
- Creates, administers, and oversees the Public Relations budget for the Library making allowances for expenditures throughout the fiscal year.
- Oversees planning, implementation, and evaluation of public relations and marketing activities that support Boyd County Public Library's mission and goals.
- Creates, implements, delivers, and schedules online media content through current, new, and emerging social media platforms.
- Creates unique content, such as videos and photos, to promote library awareness and usage both online and through digital signage in library facilities.
- Takes photographs of patrons, programs, and events as needed.

Secondary Responsibilities

- Oversees the content of library website.
- Establishes benchmarks and methods of ensuring the effectiveness of marketing and social media tools, reporting and analysis on a monthly basis
- Gathers, coordinates, and produces PR materials needed by staff for outreach events.
- Maintains electronic files for current and past work, including photo files.
- Works with other departments in implementation of activities that further internal and external communications efforts.
- Participates in professional development and continuing education opportunities locally and regionally.
- May run errands with personal vehicle.
- Performs other duties as required.

Qualifications

- Organizational ability to meet deadlines, set goals, and work independently.
- Ability to effectively interact with all types of people, such as patrons, media, community groups, volunteers, staff, and board.
- Possess problem-solving and decision-making skills and techniques.
- Ability to work under pressure, coordinating multiple responsibilities simultaneously, and meet firm deadlines.
- Ability to maintain confidentiality of information.
- Possess positive attitude toward people of all ages.
- Ability to perform light physical work and to frequently lift and carry 10 pounds and on occasion up to 25 pounds.
- Ability to stand, walk, sit, bend, crawl, climb, reach, kneel, ride, pick, grasp, pinch, push, pull, and perform a variety of similar body movements.
- Possess hand/eye/foot coordination adequate to effectively use office equipment.
- Possess excellent writing and editing skills.
- Ability to talk and hear spoken English in person and by telephone.
- Possess skill in operating a variety of library office equipment such as computers, fax machine, security system, and copiers as well as proficiency with Microsoft applications and desktop publishing applications.

Experience and Training

- *Preferred:* Bachelor’s degree in journalism, graphic design, communications, public relations or related field and five years of public relations or marketing experience.
- *Required:* Bachelor’s degree in journalism, graphic design, communications, public relations or related field and two years of public relations or marketing experience.
- Familiarly with desktop publishing software.

Special Requirements

- Ability to work a flexible schedule.
- Current, valid driver’s license and use of personal vehicle.

Acknowledgment

I have read this position description and fully understand the requirements set forth therein. I hereby accept the position of Public Relations Supervisor and agree to perform the identified essential functions in a manner and in accordance with Boyd County Public Library's established procedures.

I understand that my employment is at-will, and thereby understand that my employment may be terminated either by the organization or myself, and that such termination can be made with or without notice.

[to be signed by successful candidate]
Employee's Signature

Date

Director's Signature

Date