

Marketing/Public Relations Coordinator

Answers to: Library Director, Assistant Library Director

Nature of Work: Develops, implements and evaluates a consistent marketing and public relations strategy that supports the library's mission and goals and creates a "library aware community" both internally within the library and externally with the public. Develops and maintains a media list to be used in areawide efforts to promote library services, resources and programs and actively seek media placement.

Works collaboratively with other area agencies and community partners as well as media outlets to raise awareness of the library's activities, programs, events and services. Develops and produces messages that communicate the value of library products, services and programs to the public and evaluate message effectiveness.

Assesses library service and program needs of Ouachita Parish residents and special populations, including but not limited to senior citizens, minorities, businesses, educators, parents/families, etc. Represents the library publicly at meetings and other activities as required/directed. Oversees the preparation and distribution of press releases and responds to media requests and informational interviews.

Edits the content, appearance, usability and efficacy of all promotional and programming materials and newsletters to insure the desired message and image is presented. Works with staff to prepare and distribute appropriate promotional materials and displays for programs. Assists staff with developing outreach techniques and programs for their area.

Keeps current on web and social media trends, innovations and emergent interactive technologies and works with administrative and branch staff to develop and use social media to increase library visibility. Evaluates the effectiveness of marketing and PR techniques used and present reports to administration and staff. Other duties as required.

Required Knowledge, Skills and Abilities: Extensive knowledge of current public relations, marketing and communications strategies and how to effectively implement them. Knowledge and skill in targeting diverse audiences through appropriate media. Knowledge and skill in using social media for PR and marketing purposes.

Thorough knowledge of modern library services and the ability to implement strategies to publicize and communicate those services to the community. Ability to establish and maintain effective working relationships with staff, community leaders and the public. Knowledge of computer programs necessary to perform the job. Excellent communication skills, both oral and written.

Must have a desire and the ability to serve the public and staff with enthusiasm, friendliness, tact and diplomacy. Ability to analyze and creatively solve problems related to the position.

Physical Requirements: Work is performed in an office environment and requires sitting, standing, stooping, walking and lifting of objects weighing less than 25 lbs.; may require lifting objects more than 25 lbs. occasionally. Common abilities such as mobility and dexterity.

Required Qualifications: Bachelor's Degree in Communications, Public Relations, Marketing or related field. Documented summary of candidate's previous experience, including employment, internships and other relevant work experience demonstrating the ability to perform the job.

The above statements are intended to describe the general nature and level of work for this position and are not presented as an exhaustive list of all job duties of the position.

The Ouachita Parish Public Library is an equal opportunity and an At-Will employer. A criminal background check and drug screening are part of the pre-hire process.

FLSA Status: Non-Exempt

5/5/2014

4/12/2018 (Revised)