



## Public Relations Specialist

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REPORTS TO:	Public Relations Manager
JOB CLASSIFICATION:	5
STATUS:	Non-exempt
REVISED:	2 Dec 2019
REVIEWED:	

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### **BASIC FUNCTION:**

Under the general direction of the Public Relations Manager, the Public Relations Specialist works 23 hours a week and is responsible for assisting the PR manager in generating monthly publications, brochures, flyers and other promotional materials. The PR Specialist works with the adult, teen and children's staff, outreach librarians and branch supervisors in all Library locations to support their public relations needs. The Public Relations Specialist cultivates strong working relationships with the media, developing feature articles and activities to enhance the Library's presence in the county and region. Duties may require independent judgment and action within specific parameters. The Public Relations Specialist works with both the public and the staff.

The Library expects all employees to observe and develop our core values of: Motivation, Positive Attitude, Respect for Others, Strong Commitment to Customer Service, Sense of Humor, Integrity, Honesty, Tolerance and Flexibility.

### **RESPONSIBILITIES:**

- Develop and write stories, design and produce the monthly newsletter.
- Design and produce brochures, flyers, bookmarks, posters and other marketing materials.
- Write, edit and distribute news releases and photo opportunities.
- Work closely with media (print, radio and TV) to keep them informed of library programs and events, develop opportunities for programmers, and monitor media coverage.
- Create and update video signage messages at patron services desks.
- Create and update content for the digital marquees for system-wide publicity initiatives.
- Work with digital marketing department to ensure communications on social media and website are consistent with print publications.
- Photograph and video patrons, programs and events as warranted or assigned.
- Maintain electronic files for current and past work, including photo files.
- Provide a monthly report of activities for the Public Relations Manager.

**EXPERIENCE AND EDUCATIONAL REQUIREMENTS:**

- Bachelor’s degree in journalism, communications, public relations, graphic design or related field required.
- Two years of relevant professional work experience preferred.
- Must have knowledge of and demonstrate proficiency using computers, Microsoft Office products, and desktop-publishing programs such as InDesign, Microsoft Publisher and Photoshop.
- Must have the ability to work independently.
- Must be familiar with AP Style.
- Must have excellent communication, design, writing and public relations skills.
- Must have ability to work well with other staff members and create positive impressions of the Library with patrons and the community.
- Must be able to work flexible schedule and occasional evening or weekend work.
- Valid driver’s license and satisfactory driving history. Personal transportation that can be used for business travel is required.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Individuals may need to sit or stand for extended periods. Manual dexterity to manipulate library materials required. Ability to communicate orally and in writing effectively. Work extensive hours at the computer screen. Reaching above shoulder heights, below the waist or lifting as required to file documents or store materials throughout the work day. Ability to do repetitive tasks with speed and accuracy. Employee may need to carry, push, pull, or lift up to 30 pounds. Proper lifting techniques required. Push and pull fully loaded (50-100 pounds) book trucks. Ability to work under pressure, coordinating multiple responsibilities simultaneously, and meet firm deadlines.

*The job description is not a contract between the Library and the employee. The Campbell County Public Library is an at will employer. The job description duties may be changed at the discretion of the Library and/or the Library may request the employee to perform duties that are not listed on the job description.*

**ACCEPTED BY:**

Employee: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor: \_\_\_\_\_ Date: \_\_\_\_\_