

Job Title: —Public Relations--Communications Coordinator

Job Purpose:

To create and implement a communications plan, using print and digital marketing strategies, that supports strategic goals and raises awareness of library services; effectively and professionally communicate the library's messages; develop and deliver the library's message; evaluate and adjust marketing tactics as needed.

Job Duties:

Develops and launches marketing campaigns to promote library events, news, and services, using all marketing tactics available (social media, website, email, print pieces, word of mouth, programs, displays, paid advertising, etc.) (35%)

Designs and distributes messages using print and digital marketing strategies. Guides the work of the Staff Artist in creating interesting and effective visual pieces. Manages the library's virtual presence via social media tools. Writes, edits, and proofreads external communications. (30%)

Keeps up with new technologies and strategies and suggests how they relate to the library; develops subject skills and professional knowledge and abilities through research, workshops, conferences, and professional affiliations (15%)

Evaluates and adjusts marketing tactics accordingly for continued improvement. (10%)

Performs other duties as assigned to support the department, such as: Takes photographs; Staffs events; Attends department meetings; Provides desk coverage; assists with projects, reports, statistics; Serves as in charge of the library. (10% of the work time)

Duties include decision making in serving the public. The employee is expected to use independent judgment and creativity in work. A majority of work completed is in public view, so strict attention to detail is required. At least 75% of the work day is spent in keyboard work. Lifting or carrying is occasionally required.

Required Knowledge, Skills, and Abilities:

Requires expertise typically acquired through completion of a Bachelor's Degree in marketing, communications, or related degree.

Minimum 2 years marketing/communications experience in a comparable business organization or library is necessary.

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Skilled in gathering and interpreting insights across social media platforms and digital communication for statistical use. Strong understanding of Google analytics preferred.

Ability to effectively use industry standard design and editing software, including Adobe Photoshop and InDesign. Knowledge of Windows and Mac operating system necessary.

Knowledge and understanding of eNewsletters, social media management, and website management necessary. Knowledge of Drupal preferred.

Knowledge of marketing tactics (print and digital) and the ability to implement and evaluate marketing campaigns

Provide friendly, efficient, and knowledgeable customer service.

Strong attention to detail in adherence to DGPL's Style Guide.

Comfortable being involved in every part of the creative process, from generating ideas using a variety of formats for a wide range of services and programs to participating in patron and staff communication while handling revisions with ease and a smile.

Ability to learn and adapt new technologies quickly and efficiently to perform a constantly evolving job.

Ability to communicate effectively and professionally in English, both orally and in writing. Possess interpersonal skills for working with patrons, vendors, library staff, and general public.

Ability to work independently, determining and adjusting work priorities as needed and completing tasks in an orderly and timely manner; the ability to think analytically; attention to detail and accuracy in work; resourcefulness and initiative; good judgment in making decisions; the ability to plan successfully and accomplish objectives; the willingness to read widely in technology-related areas.

Ability to deal with pressures of public service in a busy environment; the ability to work effectively with frequent interruptions.

Physical ability to operate computers, the automated system, databases, and copiers; ability to type and accurately enter data into the computer; ability to read printed materials and computer screens.

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