

LIBRARY PUBLIC INFORMATION COORDINATOR

GRADE 34

FLSA Status: Exempt

GENERAL DEFINITION OF WORK:

Performs responsible professional work in the development and implementation of public information programs for the public library; does related work as required. Work is performed under general supervision.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

Developing public information programs; gathering and disseminating information; writing articles for publication; preparing presentations; preparing reports.

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Gathers, writes and disseminates information for news releases, newspaper columns, electronic newsletter, calendar notices and photo opportunity alerts for media outlets to ensure maximum public awareness of library events, programs, services and resources; responds to inquiries from press representatives; arranges for press conferences when necessary.
- Researches and prepares background materials for media representatives for special assignments.
- Seeks new opportunities to enhance public awareness of library programs, services and resources.
- Coordinates the dissemination of library information to non-media outlets in the community.
- Prepares and formats information and graphics and designs lay-out for the library's web site.
- Oversees the preparation and printing of all library informational publications, such as the annual report, brochures on services and resources, bibliographies of library holdings and promotional materials for programs and events; negotiates printing prices.
- Oversees library's print budget to economically produce library publications and support materials.
- Supports staff in the planning and implementation of special programs; supports staff in negotiating contracts and assisting with travel arrangements for speakers and performers.
- Represents the library at events hosted by County agencies or groups to promote library services, programs and resources.
- Prepares visual presentations and displays to promote library programs, events and services.
- Supports staff with writing reports and letters for public review and to acknowledge monetary and in-kind donations to the library.
- Assists in promoting fund-raising events in keeping with the library's mission and goals; assists with the development and implementation of special events; serves as liaison between library staff and schools, businesses and community organizations requesting library staff to serve as guest speakers.
- Supports administrative staff in notifying staff of policy changes, new or updated library programs, services and staff events.
- Assists with the recruitment and orientation of library volunteers by preparing brochures, news releases and maintaining a volunteer page on the library's web site.
- Performs related tasks as required.

KNOWLEDGE, SKILLS AND ABILITIES:

Thorough knowledge of modern principles and practices of techniques of public relations; thorough knowledge of public information and modern principles and practices of public relations media; thorough knowledge of writing, editing and printing techniques required to prepare reports and related documents; thorough knowledge of library programs and policies; ability to develop promotional copy and perform technical editorial work; ability to write public information reports and releases; ability to promote public awareness of library programs and facilities; ability to establish and maintain effective working relationships with associates, volunteers, library patrons and the general public.

EDUCATION AND EXPERIENCE:

Any combination of education and experience equivalent to graduation from an accredited college or university with major work in public relations, communications, journalism or English or a related field and considerable communications and journalism experience including desktop and web publishing experience.

PHYSICAL REQUIREMENTS:

This is light work requiring the exertion of up to 20 pounds of force occasionally, up to 10 pounds of force frequently, and a negligible amount of force constantly to move objects; work requires climbing, stooping, reaching, standing, walking, fingering, grasping, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, operation of machines, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

SPECIAL REQUIREMENTS:

None.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.