**Position Opening**

**Title:** Community Relations Specialist

**Date Posted:** April 2, 2021

Rodman Public Library is seeking applicants for the position of Community Relations Specialist. This is a full-time position for 40 hours per week with a base wage of $17.00 to $21.00 per hour, depending upon experience and qualifications, with a competitive benefits package. The successful candidate must have the ability to work a flexible schedule, including evenings and weekends.

**Qualifications:** Bachelor’s degree in a field related to public relations, marketing, or communications, with two years’ experience in public relations or media relations. A Master’s degree and experience in the library field are preferred, but not required. Candidates with a combination of education and experience which provides the necessary knowledge, skills, and abilities will be considered.

**Overview:** The primary objective of this position is to promote the programs and services of Rodman Public Library within the community. To achieve this, the successful candidate must work with local media, develop and implement library promotional marketing plans and publicity materials, and assist in the maintenance of the library’s website and social media presence. Other duties of this position include assisting with the planning and presentation of community programming for adult patrons, as well as providing assistance to patrons at the reference desk for a few hours each week.

**Application Procedure:** To be considered for this position, please submit a cover letter, resume, and Rodman Public Library application to etaggart@rodmanlibrary.com. A Rodman Public Library application form can be found online at [rodmanlibrary.com/employment](http://www.rodmanlibrary.com/employment) along with the full job description. The deadline for application is Wednesday, April 28. No phone calls please. Rodman Public Library is an equal opportunity employer.

**Community Relations Specialist**

**Job Summary:** The Community Relations Specialist works closely with the Library Director to promote the library and its services and programs within the community.

**Reports to:** Director

**Direct Reports:** None

**Qualifications:** Bachelor’s degree in a field related to public relations, marketing, or communications. A Master’s degree and previous experience in the communications and/or library field are preferred, but not required. Candidates with a combination of education and experience which provides the necessary knowledge, skills, and abilities will be considered.

**Duties and Responsibilities:**

Public Relations/Marketing (80%)

* Work with local media to promote library services and programs
* Develop library promotional and marketing plans and implement; Evaluate subsequent marketing and promotional activities
* Develop library communications policies and procedures
* Design information, marketing, and program publicity materials, supervise the production of these materials, and provide for their timely distribution in the library and community
* Work with community groups and agencies to promote library services and materials and in planning collaborative programs
* Work with the Director in preparing public information documents
* With assistance from Information Services staff, maintain the library’s website and social media presence to promote the library and communicate its programs, services, and mission
* Keep current in the profession by attending and participating in conferences and continuing education opportunities
* Serve as member of library’s management team, program committee, and other committees as assigned

Programming (10%)

* Assist, when needed, with planning and presenting community programming for all ages
* Assist with scheduling meeting room use and handling room reservations
* Research and collaborate with local service agencies, speakers, and performers for programming use
* Assist with internal communications, planning staff training and in-service programs

Reference Assistance (10%)

* Provide direct assistance to patrons with basic information regarding the use of library materials, equipment, and services
* Provide quick reference, detailed research, and reader’s advisory assistance, using information in a variety of formats including print, microfilm, online databases, the library catalog, and the internet to fill requests
* Help in other library departments as needed

**Knowledge, Skills and Abilities:**

* Knowledge and understanding of principles and practices of public relations and marketing and ability to apply this knowledge to a public library setting
* Excellent written and oral communication skills
* Understanding of print mediums, especially desktop publishing and graphics
* Strong organizational skills
* Efficient utilization of technology, including office and communications software
* Strong social skills and an ability to work with a diverse population, both patrons and staff
* Proficient in planning and prioritizing work, with excellent multi-tasking skills
* Ability to demonstrate poise and maintain composure in all situations
* Creativity and a solution-driven attitude
* Thorough knowledge of library policies and procedures
* Ability to maintain effective working relationships with staff and supervisors
* Strong attention to detail
* Ability to maintain flexibility, including the willingness and ability to learn new technology, techniques and methods
* Strong commitment to public service in assisting patrons in finding materials for recreational and informational purposes
* Ability to maintain a flexible schedule, including evening and weekend work
* Physical agility and stamina to maneuver carts of books, move chairs and tables, and lift weight up to 40 pounds
* Ability to provide own transportation in fulfillment of job duties and valid driver’s license

**Note:** The preceding statements describe the nature and level of assignments normally given job incumbents. They are not an exhaustive list of duties. Additional duties may be assigned.

**Date:** March 31, 2021