

LIBRARY COMMUNITY RELATIONS SPECIALIST

PURPOSE AND NATURE OF WORK

Positions are responsible for promotion of library programs and services. Work involves public speaking to community groups, appearances on radio and television; writing news releases and public service announcements; and design and production of social media posts, display boards, signs, posters, and flyers. Incumbents work independently under the supervision of the Library Administrator with work guided by the Library Community Relations Coordinator. Positions are not supervisory.

ILLUSTRATIVE EXAMPLES OF WORK (Note: These examples are intended only to illustrate the various types of work performed by incumbents in this class. All of the duties performed by any one incumbent may not be listed, nor does any incumbent necessarily perform all of these duties.)

Assists with library promotion as a public speaker and occasionally functions as a library liaison to community groups. Writes news releases, feature articles, and program announcements for newspapers, radio, television, newsletters, Web pages, social media platforms, digital displays, and the like to promote the library and its programs, collections, and services. Interviews staff, guest speakers and performers, and conducts research for publishing purposes. Prepares and distributes promotional packets, calendars, flyers, pamphlets, etc. Records events using video production equipment and a digital camera. Enters and updates information for mail-out databases or other record keeping.

Creates original art designs and graphics by hand and by computer. Plans, compiles, designs and produces exhibits, displays, signs and bulletin boards. Decorates public areas for library events and special functions. Solicits outside exhibits and assists with the arranging of exhibits and case displays.

Performs related work as required.

NECESSARY KNOWLEDGES, ABILITIES, AND SKILLS

Knowledge of standard library practices, policies, procedures and equipment.

Knowledge of commercial art techniques and graphic design.

Knowledge of desktop publishing, word-processing software, Web page design, and use of databases.

Knowledge of library research techniques, and familiarity with reference tools and the library's collections.

Ability to communicate effectively, both verbally as a public speaker to community groups, on camera and radio, and in writing, including via social media.

Ability to establish and maintain effective working relationships with other employees and the general public.

DESIRABLE TRAINING AND EXPERIENCE

Bachelor's degree in art, English, public relations, marketing, journalism or a related field, and art-related or public relations work experience, depending on area of assignment; or any equivalent combination of training and experience.