

Job Description

Communications Coordinator

Name:		Department:	Integrated Communications
Pay Grade:	F	FLSA Code:	Non-exempt
Reports To:	Head of Integrated Communications	Typical Schedule:	Varies 25 hours/week
Last Updated By:	Donna Dunn	Date:	8/22/2017

Job Summary

The Communications Coordinator plans and coordinates public relations and marketing communications activities to support the library's mission and strategic plan.

This position does not have any supervisory responsibilities.

Essential Functions & Responsibilities

Primary

- Assists in creating and executing library communications calendar
- Drafts press releases and works with local media to place stories about library resources, services, and successes; seeks out relevant media to reach target audiences
- Develops written, photo, and video content for use on the library's website, social media channels, and other applications
- Assists other library staff with photo and video needs
- Plans, executes, and evaluates the success of paid search engine and social media advertising campaigns
- Monitors emergent online communications channels and makes recommendations for library use; may train and oversee staff content contributors
- Leads production of the library e-newsletter; contributes to print newsletter
- Works with Program Coordinators and other staff on library outreach activities at community events
- Attends scheduled meetings and training, as required
- Maintains awareness of overall library functions, projects, and goals

- Represents the library in a positive fashion at all times

Secondary

- Assists with library and outreach events, as required
- Participates in professional development and continuing education, as appropriate
- Keeps current on trends and issues in library practices and philosophy
- Understands and demonstrates the Standards of Public Service
- Performs other duties, as assigned

Education Requirements

The minimum level of formal education required to perform this job is checked.

- | | |
|---|---|
| <input type="checkbox"/> Some high school | <input checked="" type="checkbox"/> Bachelor's Degree |
| <input type="checkbox"/> High school diploma or GED | <input type="checkbox"/> Master's Degree/MLIS |
| <input type="checkbox"/> Associate's Degree | <input type="checkbox"/> Other: |

Training, Skills, Knowledge, and/or Experience

Required

- Degree in journalism, communications, public relations, marketing, or related field, or commensurate experience
- High level of familiarity with and proficiency in digital communications including common social media channels, email marketing, and web content development
- Ability to craft compelling stories from information gleaned from customer feedback, anecdotes, research, and general observation
- Proficient with video and photo production and editing
- Strong technology skills to include: Microsoft Windows and Office applications, Google Suite applications, and the internet
- Excellent written and verbal communication skills
- Access to reliable transportation
- Ability to exercise initiative in problem-solving and referring questionable situations to the supervisor
- Ability to complete detailed work accurately, efficiently, and on time, with minimal supervision
- Ability to plan, organize, and prioritize work assignments
- Ability to work independently or as part of a team

- Service-oriented attitude with the ability to establish and maintain effective relationships with staff, the media, and the public in order to achieve the goals and objectives of the library

Preferred

- Proficiency with Adobe Creative Cloud software
- Experience developing reports to track effectiveness of campaigns online and in print
- Successful employment experience in a public library

Physical Requirements

	Constantly ($\frac{2}{3}$ or more of the time)	Frequently ($\frac{1}{3}$ - $\frac{2}{3}$ of the time)	Occasionally ($\frac{1}{3}$ or less of the time)
Sitting	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bending/stretching	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Stooping/kneeling	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Pushing/pulling	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Reaching overhead (up to 75" high)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Lifting/carrying/moving (up to 50 pounds)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Reading/analyzing/interpreting data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viewing/working at a computer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Moving wheeled carts (100 lbs.) within or between buildings in all weather conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Scheduling

This position may require working during any of the hours that the Library is open, including evenings and weekends. Although a regular weekly schedule is established, the needs of the Library may require schedule changes and flexibility.



Equal Employment Opportunity

The library does not discriminate on the basis of race, color, gender, religion, sexual orientation, gender identity, national origin, ancestry, citizenship, age, disability, veteran status, marital status, pregnancy, arrest record, protected order status, genetic information, or other non-job related criteria in any term, condition, or privilege of employment.

Acknowledgement

I have read and understand the functions and requirements of this position. I understand that this does not limit the assignment of additional duties for this position, and that the job functions may change as needs evolve.

Employee Signature

Date

