

PUBLIC RELATIONS, MARKETING AND PROGRAMMING COORDINATOR

Pay Grade: Salary \$40,000 per year
The position offers sick leave, vacation and insurance benefits

Hours: Full time position
2,080 hours a year (averages 40 hours a week as scheduled)
May include evening and weekend hours

Department: Administration

Job Mission: To promote, communicate and market the Library's messages, programs and services externally and internally in a variety of mediums including but not limited to newspapers and other local media, electronic/social media, publications and signage and to direct, coordinate and create Library oriented programming.

Job Requirements:

1. Possess an associate's or higher level of degree in communications, mass media, public relations, marketing, or related field, or equivalent work experience
2. Journalism experience with strong written and oral communication skills with knowledge of various communications styles to inform, persuade, and educate diverse audiences
3. Experience with laying out and publishing text and photographic material
4. Experience with developing websites and creating web content
5. Experience with creating and posting professional social media content
6. Ability to work with computer software such as Photoshop and other similar programs and to use hardware such as cameras, scanners, copiers, computers, etc.
7. Ability to write and edit original text that will promote and enhance the Library
8. Ability to coordinate and create newsletters utilizing multiple modes of delivery
9. Possess graphic design skills (preferred, but not required)
10. Possess video creation and editing skills (preferred, but not required)
11. Ability to perform routine and assigned duties while being under indirect supervision and/or while working alone
12. Ability to work with Library staff to create displays and programs
13. Ability to work weekends and evenings as assigned
14. Ability to work with staff members in both structured and unstructured environments
15. Possess exceptional organizational skills and be detail oriented
16. Broad knowledge of the library's patron demographics and ability to show respect and sensitivity for cultural differences; convey an interest in diverse backgrounds and perspectives
17. Ability to physically move light materials
18. Superior customer service skills

Job Description:

1. Write and publish regularly scheduled publications promoting the Library, its collections and its programming in a variety of mediums
2. Coordinates and writes library press releases, book reviews, targeted emails, and web stories
3. Coordinates library awareness activities and represents the library at public meetings
4. Represents the Library at community meetings and events to seek communication opportunities
5. Works with the administration in cultivating media and stakeholder relationships and create, list and maintain contacts in local and area media and businesses
6. Assist the various departments in producing print and electronic materials for the public
7. Oversees library website, social media and library app updates
8. Reviews and enters programs into and the website calendar database

9. Assist in the creation of in-house materials including signs, flyers or other print or electronic materials
10. Provides input to the library's administrative team regarding areas of public interest
11. Work directly with the programming committee and staff in general in promoting Library activities, events, and displays for the public
12. Coordinates all library programming activities and schedules
13. Assist in assembling, maintaining, and updating materials, equipment and software needed to market and promote the Library to its patrons and the public in general
14. Create and maintain a system of communicating with various Library departments and committees to ensure timely and accurate promotion of activities and events
15. Serves as primary grammar and content editor for all external-facing communications
16. Serves as Library public information contact through response to calls for information from individuals and organizations; responds to and facilitates requests from media companies, photographers and community organizations to use Library space for video or photo productions; coordinates Library participation in or hosting of community events.
17. Perform other committee, departmental and Library duties as assigned by the Director

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