



Created 10/14/2014
Approved 10/14/2014
Revised 11/11/2014
Revised 06/26/2018

Bullitt County Public Library Clerk 3 - Public Relations Coordinator

NATURE OF WORK

Under supervision of the Library Director, the Public Relations Coordinator works to develop and act upon a strategic approach to promoting the library. Primary responsibilities of this position include newsletters, presentations, press releases, website content creation, social media, and other promotional methods to advertise the Library. This position works with members from multiple departments to raise awareness of library programs, services, and events.

CORE VALUES

- Adaptability. We are outwardly focused, service oriented, and staffed by continuous learners.
- Equality. We welcome all with the same measure of respect, warmth, and acceptance.
- Accountability. We are an interdependent team holding ourselves mutually accountable for delivering results that are relevant to our community's needs.
- Integrity. We embody these values in every aspect of our operation, building personal and institutional bridges which facilitate productive, trusting relationships.

ESSENTIAL FUNCTIONS

- Researching, writing, editing, and proofreading print and electronic publications, including flyers, posters, and brochures.
- Maintaining and updating a media contacts list.
- Conducting needs assessment and research, including areas of marketing, promotion, and user experience.
- Updating and creating content for the Library's Internet, Intranet, and social media sites.
- Working with other departments to work on materials to promote programs, services, and events.
- Developing Library forms and signage.
- Assisting in the creation of an annual PR/Marketing Plan.
- Performing other duties as assigned or as the situation dictates within the scope of this classification.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of desktop publishing and office software.
- Knowledge of marketing and promotion principles, methods, practices, and materials.
- Knowledge of community library needs and interests.
- Knowledge of reader interest levels, books, and authors.
- Knowledge of trends, technologies, and changes within society that affect library service.
- Knowledge of graphic design, Web site design, and online content creation.
- Ability to set priorities and work with frequent interruptions.



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- Ability to work independently and in groups.
- Ability to understand oral and written instructions.
- Ability to effectively communicate the vision of the Bullitt County Public Library to staff, public officials, and members of the public.
- Ability to research, write, edit, and proofread.
- Ability to plan, organize, perform, and evaluate work assignments with initiative and sound judgment, independently or with minimal supervision.
- Ability to adhere to Library policies, procedures and guidelines.
- Ability to stand, walk, and sit.
- Ability to move objects weighing up to twenty (20) pounds.

MINIMUM QUALIFICATIONS

- High school diploma required. Bachelor's degree preferred.
- Two years of library experience that includes the creation of promotional material.
- Experience in HTML and Web design software.
- A valid driver's license and reliable transportation.