

**DAVIESS COUNTY PUBLIC LIBRARY
JOB DESCRIPTION**

TITLE: Library Associate (Public and Internal Relations)

POSITION SUMMARY: Assists within marketing department and with Library Director the planning, implementation, and evaluation of marketing activities that support the library's mission and goals. Work closely with Library Director to create and implement public relations, specifically media relations and other communication pipelines. Develop and implement plans and procedures for activities related to internal relations with staff, specifically communications and morale boosting activities. Help with creation and maintenance of brand identity of the Library by working closely with others in the Marketing Department.

HOURS: Full Time, Non Exempt. Must work flexible schedule occasionally

ESSENTIAL FUNCTIONS:

General:

- Collaboratively develop and implement a marketing and communication plan to heighten awareness, understanding, and engagement with the Library's services, collections, activities, and initiatives.
- Conducts research and analysis of trends, demographics, and legislative issues that impact marketing and public relations strategies.
- Represent the library on a variety of community organizations and boards and speak to area groups to promote library services.
- Write press releases and media statements and occasionally be on camera
- Create staff activities for morale boosting and/or fun communications
- Create partnerships with area organizations to benefit the Library and our community
- Other duties as assigned

KNOWLEDGE, SKILLS, AND ABILITIES:

- Ability to work with community organizations and leaders, as well as staff.
- Knowledge of and experience with News Releases and Media Statements and with creating strategic media procedures and plans.
- Knowledge and ability, along with Library Director, to maintain a public face for the Library by speaking with a variety of media outlets, including occasionally being on camera.
- Ability to write and convey concise communications with staff and public
- Out-going personality that can use creativity to create morale boosting activities for staff.
- Ability to deal with difficult user behavior.
- Ability to create a welcoming environment for public and staff.
- Demonstration of loyalty and dedication to the purposes and goals of the Daviess County Public Library.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from library staff, community groups, and the general public.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Ability to work cooperatively with co-workers, both within the division and the library at-large.
- Ability to communicate effectively with public and staff while maintaining effective and courteous public relations at a written and verbal vocabulary level commensurate with position requirements.
- Knowledge of English grammar, spelling and composition.
- Ability to maintain confidential information.
- Knowledge and demonstrated understanding of library administrative theory and practices.
- Update to date knowledge and proficiency in computer skills, including Microsoft Office Word and Excel, use of library data systems and databases.

EDUCATION AND EXPERIENCE:

Minimum Education and Experience

Bachelor's Degree (Marketing or Communications or a related field preferred). Preference will be given to applicants with experience working in a public library. Experience with creating and managing a brand identity. Experience in developing, implementing, and assessing successful marketing and communication strategies—especially news media. Knowledge of alternative ways to inform and entertain via written, oral and visual media. Above average writing skills.

Preferred Education and Experience

Master’s degree in Library Science and one year related experience and/or training; or equivalent combination of education and experience. Eligible for Kentucky Library Certification.

MENTAL AND PHYSICAL ABILITIES:

The mental and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand; walk; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; and talk or hear. The employee frequently is required to sit. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl.

The employee must regularly lift and/or move up to 10 pounds, frequently lift, push or pull up to 25 pounds, and occasionally lift, push or pull up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and the ability to adjust focus.

WORKING CONDITIONS:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate. Stressful situations may occur when dealing with the public. Must be able to work flexible hours.

The undersigned certify that this Job Description has been reviewed and is understood.

EMPLOYEE _____ DATE _____

LIBRARY DIRECTOR _____ DATE _____

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified in this position.

The Daviess County Public Library is an Equal Opportunity Employer.