



Job Title: Public Relations & Marketing Manager

Reports to: Assistant Director of Library Operations

Job Description: The Public Relations & Marketing Manager is responsible for leading and overseeing the strategic communications efforts of the library, ensuring cohesive and impactful messaging across all platforms. Under the direction of the Assistant Director of Library Operations, the Manager works collaboratively with all library departments to ensure the delivery of consistent and timely communication to promote the work of the library including programming, services, and collections.

Responsibilities include, but are not limited to:

- Supervise, train, and evaluate PR staff and volunteers
- Consistently communicate the library's image and brand across print and digital platforms
- Effectively market and increase public awareness of library programming, services, events, and collections
- Create and organize a catalog of graphics, photos, and video to be used in library marketing efforts; take photos and videos to be used in promotions and campaigns
- Oversee the production of press releases, articles, and other written material for print publications and media outlets
- Oversee the management and development of the library's social media accounts; develop a social media marketing strategy for the library
- Create content for the library website; update the website as needed
- Work with other library departments on collaborative projects that advance the library's mission and goals
- Evaluate new media tools as part of the library's ongoing strategic plans for marketing
- Remain knowledgeable about technological advancements, best practices, and trends that impact marketing of libraries and nonprofit organizations

Additional Information: Full time position (40 hours weekly) may require evening, and weekend hours; must possess excellent communication skills, both written and oral; requires ability to interact in a pleasant and effective manner with a diverse group of staff and volunteers; ability to work before a computer for lengthy periods of time; requires thorough understanding of graphic and video editing software; requires familiarity with markup language and/or web platforms; requires familiarity with major social media platforms (Facebook, Instagram, TikTok); requires ongoing training and professional development to stay abreast of trends in marketing for libraries and nonprofit organizations; requires satisfactory background check.

Required Qualifications (Education, Skills, Training): At least two years of college; experience in media production, journalism, or related experience required; requires knowledge of graphic and video production skills; requires knowledge of or willingness to deal with media organizations and other community partners; requires experience producing written and visual content on deadline; requires greater than average attention to detail and accuracy; requires fluency in a wide range of computer-based and Internet-based software and systems; requires day, night, and weekend hours and a flexible schedule, dependent upon library needs. Must possess a valid driver's license and means of transportation to fulfill job responsibilities.

Preferred Qualifications: College degree in media production, journalism, or a related field; experience managing social media in a corporate or nonprofit environment; experience telling stories with the written word, audio, and video; experience working with newspapers and/or broadcast media outlets. A highly successful candidate will possess a positive attitude, strong interpersonal skills, cultural sensitivity, a sense of humor, and joy in working with people.

Compensation and Benefits: \$23.81 per hour; benefits include health insurance; personal leave and holiday leave; life insurance; TIAA-CREF retirement plan (matched by Library) after one year of employment; optional insurances (paid for through payroll deduction) include dental, vision, long-term disability, and accident/critical illness; additional supplemental retirement plan option (unmatched by Library); optional flexible spending plan for unreimbursed medical expenses.

The Boyle County Public Library is an equal opportunity employer and is committed to creating an inclusive environment for all employees.

How to Apply: Position is open until filled. Please email resume, cover letter, and three references to jobs@boylepublib.org by November 3rd, 2024. Please enter "PR Manager" in the subject line.

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