



Job Title: Public Relations & Marketing Manager
Reports to: Assistant Director of Library Operations

Job Description: Public libraries serve as community hubs and cultural memory institutions. As such, the Marketing Manager leads the library's marketing, communications, and public engagement efforts. This position strengthens the library's visibility and connection to the community. The role develops marketing campaigns, manages digital and print communications, and works with staff to ensure the public is informed about and engaged with library resources and opportunities.

A key responsibility of this role is community storytelling—highlighting the experiences, achievements, and voices of library users, staff, and local residents. Through storytelling, the Marketing Manager helps illustrate the library's impact and role in community life. This position helps document and share the ongoing story of the community through the life of the library.

Essential Responsibilities:

Marketing Strategy & Planning

- Develop and implement a comprehensive marketing strategy for library programs, services, collections, and initiatives.
- Plan promotional campaigns that increase library use and community engagement.
- Maintain consistent brand identity, voice, and messaging across library communications.

Digital Communications

- Manage and update the library's social media platforms.
- Coordinate website content related to programs, announcements, and services.
- Develop and distribute email newsletters and digital promotions.
- Remain knowledgeable about technological advancements, best practices, and trends that impact marketing of libraries and nonprofit organizations

Public Relations & Media

- Prepare press releases and maintain relationships with local media outlets.
- Promote major library initiatives, partnerships, and events.
- Identify opportunities for positive media coverage highlighting the library's role in the community.
- Prepare for difficult public communications by establishing a proactive crisis

management plan to ensure rapid, transparent, and consistent messaging.

Community Storytelling

- Collect and share stories that highlight the library's impact on individuals and the community.
- Document and promote community experiences connected to the library through written stories, photography, and digital media.
- Collaborate with staff and community partners to elevate local voices and highlight how library services support learning, creativity, and civic life.
- Develop storytelling campaigns that celebrate community history, culture, and achievements.

Design & Promotional Materials

- Oversee the design and production of promotional materials including posters, flyers, brochures, signage, and advertisements.
- Coordinate printing and vendor services as needed.

Internal Collaboration

- Work closely with library departments to promote programs, events, and services.
- Assist staff in developing effective promotional materials and messaging.
- Ensuring all staff have the tools they need to be active partners in promoting the library.
- Contribute to 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

Community Engagement

- Support all staff efforts that connect the library with schools, community organizations, and local partners.
- Promote the library's role as a welcoming community gathering place.
- Identifies ways to communicate meaningfully with underserved audiences within the community.

Evaluation & Reporting

- Track marketing metrics including attendance, engagement, and digital reach.
- Provide reports and recommendations to library leadership on the effectiveness of library engagement.
- Supervise, train, and evaluate PR staff and volunteers

Additional Information: Full time position (40 hours weekly) requires day, evening, and weekend hours and a flexible schedule, dependent upon library needs; 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 satisfactory background check; requires ability and

willingness to complete the Kentucky State Library Certification standards; must possess a valid driver's license and means of transportation to fulfill job responsibilities.

Required Qualifications (Education, Skills, Training):

College degree in marketing, communications, public relations, journalism, or a related field (or equivalent experience) required; Experience in marketing, communications, public relations, or community engagement required; Experience managing staff effectively and leading co-workers in promotional efforts; Strong writing, editing, and storytelling skills required; ability to manage and meet multiple projects and deadlines required; requires ongoing training and professional development to stay abreast of trends in marketing for libraries and nonprofit organizations; requires familiarity with major social media platforms (Facebook, Instagram, TikTok.) Graphic design, photography, or video production experience; Familiarity with website content management systems and email marketing platforms.

Preferred Skills:

Experience working in a public library, nonprofit, or community organization; 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: \$24.64/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.

How to Apply: Position is open until filled. Please email resume, cover letter, and three references to jobs@boylepublib.org by end of business on Friday, April 17, 2026. Please enter "PR Manager" in the subject line.

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