



Campbell County Public Library
Employment Opportunity Posting
Posted March 12, 2025

JOB OPPORTUNITY

JOB TITLE: Public Relations Coordinator

WORKSTATION: Cold Spring

DUTIES: Job description attached.

SCHEDULE: 40 hours a week (Some nights and weekends required)

QUALIFICATIONS: Please see job description for other requirements.

COMPENSATION: \$22 per hour

CLOSING DATE: Applications will be accepted until the position is filled.

TO APPLY: Apply online: <http://www.cc-pl.org/about-the-library/job-openings>



Public Relations Coordinator

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|---------------------|------------------------|
| REPORTS TO: | Communications Manager |
| JOB CLASSIFICATION: | 7 |
| STATUS: | Non-exempt |
| REVISED: | 12 Mar 2025 |

BASIC FUNCTION:

Under the general direction of the Communications Manager, the Public Relations Coordinator works 40 hours a week and serves as the library's copywriter and media relations expert. The Public Relations Coordinator collaborates with the Digital Marketing Specialist to create, implement and deliver online media content. The Public Relations Coordinator works closely with the department's Visual Content Coordinator by providing copy for promotional materials such as the monthly newsletter and other print materials. The Public Relations Coordinator cultivates strong working relationships with the media to keep them informed of library programs and events, develops opportunities for programmers and monitors media coverage. Duties may require independent judgment and action within specific parameters.

The library expects all employees to observe and develop our core values of: Motivation, Positive Attitude, Respect for Others, Strong Commitment to Customer Service, Sense of Humor, Integrity, Honesty, Tolerance and Flexibility.

RESPONSIBILITIES:

- Conduct interviews, write stories and gather information for the monthly newsletter and other print materials.
- Develop copy for print materials (such as brochures, flyers/posters) and building signs.
- Develop and promote media coverage of library activities through television, radio and newspapers through regular press releases, photo and on-air opportunities. Build relationship with local media personalities.
- Collaborate with the Digital Marketing Specialist to schedule content on current, new and emerging social media platforms.
- Take photos and videos at library programs and in support of library promotions.
- Write, edit and distribute news releases and photo opportunities.
- Maintain media contact list and provide timely, accurate response to media inquiries.
- Create stories and manage the library's electronic newsletter via Cerkl.
- Update newsletter and postcard mailing lists and maintain email distribution list.
- Reorder and update materials such as business cards, birthday club cards and bookmarks.
- Update and order promotional supplies with approval of Communications Manager.
- Provide a monthly report of activities for the Communications Manager.

- Work closely with all departments to ensure integration of programs, activities and services with social and digital marketing.
- Perform related duties as assigned.

EXPERIENCE AND EDUCATIONAL REQUIREMENTS:

- Bachelor’s degree in public relations, journalism, communications or related fields.
- Must be familiar with AP Style.
- Two years of relevant professional work experience required.
- Must have knowledge of and demonstrate proficiency using computers, Microsoft Office products and Canva. Desktop-publishing programs such as InDesign and Photoshop are helpful but not required.
- Must have the ability to work independently.
- Must have excellent communication, design and writing skills.
- Must have ability to work well with other staff members and create positive impressions of the Library with patrons and the community.
- Must be able to work flexible schedule and occasional evening or weekend work.
- Valid driver’s license and satisfactory driving history. Personal transportation that can be used for business travel is required.

PHYSICAL DEMANDS: The 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.

Individuals may need to sit or stand for extended periods. Manual dexterity to manipulate library materials required. Ability to communicate orally and in writing effectively. Work extensive hours at the computer screen. Reaching above shoulder heights, below the waist or lifting as required to file documents or store materials throughout the work day. Ability to do repetitive tasks with speed and accuracy. Employee may need to carry, push, pull, or lift up to 30 pounds. Proper lifting techniques required. Push and pull fully loaded (50-100 pounds) book trucks. Ability to work under pressure, coordinating multiple responsibilities simultaneously, and meet firm deadlines.

The job description is not a contract between the Library and the employee. The Campbell County Public Library is an at will employer. The job description duties may be changed at the discretion of the Library and/or the Library may request the employee to perform duties that are not listed on the job description.

ACCEPTED BY:

Employee: _____ Date: _____

Supervisor: _____ Date: _____