

## FULL-TIME POSITION OPEN

# MARKETING MANAGER – PUBLIC RELATIONS, ADMINISTRATION

# (Grade EK)

**BASIC FUNCTION**:

Plans and directs continuous development and execution of the library system’s public relations, marketing, communications and graphics activities/plans

**DISTINGUISHING FEATURES OF THE CLASS**:

This classification directs and performs responsible advisory work in connection with the public relations and marketing programs for the library system, including extensive contact with private and public agencies in the community, and department heads and librarian supervisors within the library system. The employee in this class must be creative, an effective communicator, and a capable representative for the library system in public relations and marketing. The work is performed at the direction of the Library Director.

**CHARATERISTIC DUTIES AND RESPONSIBILITIES**:

Manages the operation of public relations office, training and evaluation of employees, assists in budget preparation and manages the budget for the unit.

Develops ongoing relationships with local media to ensure fair library coverage as means of informing public, as well as organizes press tours and press conferences.

Oversees design and printing of newsletter, fliers, brochures, annual report and other publications or promotional materials.

Develops annual advertising plan and oversees ad content, design and scheduling.

Serves in an advisory role for Library Friends groups, the Library Foundation, levy campaign committees, and other citizen groups affiliated with the library system.

Plans and oversees special library events system-wide.

Maintains personal contact with government officials, community leaders and community organizations.

Oversees the library system website, manages and monitors communications through social media and Internet marketing and oversees LPLS Intranet with LPLS Technology Manager.

Designs and implements surveys and focus groups, patron suggestion boxes, etc. to monitor community interests, opinions and needs.

Plans and implements publicity and promotions for library programs and services.

Advises Board members, administration, staff, Friends groups and library committees on public relations, marketing activities, and communications matters; may serve as official spokesperson for the library system.

Participates in planning and implementing county or state-wide cooperative public relations activities.

Prepares direct responses to requests by telephone, mail, email, social media, etc. for general information about the library system.

Prepares, edits and distributes news releases and other written publicity and is involved in preparing promotional videos and podcasts, etc. to reach the public; and scripting of library sponsored radio and television interviews.

Confers with staff and miscellaneous groups regarding public relations and marketing, and represents the library system to outside organizations and firms in conducting public relations/marketing activities.

Serves as a member of planning committees and administrative staff, and attends Board meetings.

Attends meetings and continuing education programs to keep informed and current about trends, issues, and methods of implementing public relations, marketing, and communications in the library system.

Serves as member of the Library System’s Management Team.

**KNOWLEDGE, SKILLS AND ABILITIES:**

Thorough knowledge of public relations principles and techniques. Ability to apply web technology, marketing and public relations strategies in the public library environment; good working knowledge of graphic design principles and practices; ability to speak effectively in public; excellent writing skills; ability to manage and monitor web-based and social media communications; thorough knowledge of how the media works; ability to successfully manage and complete multiple projects within tight deadlines; ability to use office productivity and communications software applications in a computerized networked environment; creativity; tact and courtesy; strong leadership skills; good managerial skills; ability to work in a team environment; sound judgment.

**EDUCATION, TRAINING AND EXPERIENCE**:

Bachelor’s degree in public relations, journalism or related field and five years of related experience or any equivalent combination of experience and training which provides the required knowledge, skills and abilities.

**SUPERVISOR**: Director

**OTHER:** Salary range $26.25 - $35.00 ($51,870 - $69,160) depending on experience and qualifications; The Library is seeking a creative and energetic person to serve as the official spokesperson for the library; to oversee public relations involving print, nonprint, digital channels and social media and to develop and implement library’s marketing plan. Experience overseeing development and management of a website required. Excellent customer service skills required. Must be able to work nights and evenings as needed.

**CLOSING DATE FOR APPLICATIONS**: 5 p.m., Friday, June 8, 2018

**APPLY TO**: Anastasia Diamond-Ortiz, Director

Interested applicants can apply online at our web address: <http://lorain.lib.oh.us/about-lpls/employment-opportunities>.

**EEO/AA/EQUAL ACCESS AGENCY**