Location: Boone County Public Library – Main Library

Title: Public Relations and Marketing Coordinator (LP3)

Boone County Public Library is seeking a dynamic, motivated individual for the position of a Full time Public Relations and Marketing Coordinator for the Main Library in Burlington, KY. Under general supervision of the Director, the Public Relations and Marketing Coordinator is responsible for planning and managing external communications regarding the library system, services and programs. The Public Relations Coordinator interacts extensively with the public and other staff members.

Responsibilities:

- Establish and maintain relationships with local media, including television, radio and newspapers, for the purpose of increasing public awareness of the library and its programs and services
- Prepare and distribute press releases and other media announcements; arrange publicity opportunities
- Plan, develop and implement public relations strategies and marketing campaigns
- Work with other library staff to write and design promotional materials for library programs and services; arrange all aspects of publication
- Serve as the primary media contact for the library; serve as a library spokesperson and represent the library at public functions when directed by administration
- Develop and manage the library’s marketing communications plan.
- Build, manage and direct the library’s social media profiles presence, and team to engage audiences across channels
- Coordinate the creation of relevant, original, high-quality content and promote it through social advertising.
- Maintain the Library’s brand identity.
- Participate in the personnel process for public relations staff including hiring, supervision, and performance development/management
- Participate in developing and monitoring public relations budgets
- Prepare reports and compile statistics reflecting public relations activity
- Participate as a member of the System Management team
  Perform related duties as assigned

Qualifications/Other Requirements:

Undergraduate degree in communications, public relations, journalism or related area
5 years progressively more responsible professional library experience including management/supervisory experience and public relations experience preferred

- Knowledge of and experience with desktop publishing including design and layout
- Proficiency with relevant desktop publishing software and tools such as In Design, Illustrator, Photoshop
• Ability to establish and maintain effective working relationships with other employees and the public
• Ability to work independently, set priorities, and manage multiple projects
• Ability to apply effective principles of leadership and supervision to maximize employee potential
• Excellent interpersonal and communication skills; strong writing, editing and presentation skills
• Ability to effectively lead teams and chair committees
• Proficiency with Windows-based PC’s, Microsoft Office products, Web searching, email, and related software

Salary:
Starting $48,256 annually, commensurate with education/experience: includes excellent benefits package, which includes healthcare coverage at no cost to employee, and participation in the County Employees Retirement System.

Application Information: If you have the qualifications for this position, send job application, cover letter and resume to:

Human Resources Manager
Boone County Public Library
1786 Burlington Pike
Burlington, KY 41005
jobs@bcpl.org
Fax 859-689-0410

Applications received prior to May 7th, 2020 will receive first consideration.