

# P H C S A

## Palm Harbor Community Services Agency, Inc.

### JOB ANNOUNCEMENT

#### PALM HARBOR LIBRARY LIBRARY MARKETING COORDINATOR

The duties below are representative of the duties of the position and are not intended to cover all the duties performed by incumbents of any particular position.

#### **DEFINITION**

Under the direction of the Library Director, this position develops and implements strategies to increase the community's awareness of library services and programs. This position also coordinates information among the Library Support Groups Board, staff and volunteers to create a clear and unified identity and voice for the library.

#### **ILLUSTRATIVE DUTIES**

1. Creates messages that communicate the value of the library to the community through means such as newspapers, social media, public presentations, etc.
2. Develop time sensitive marketing plans as approved by Administration
3. Submits press releases as needed/determined by Administration
4. Edits all written materials to develop a unique and recognizable voice for the library through such efforts as press releases, brochures, special events, etc.
5. Attend Library Support Groups, Manager and Staff meetings as needed
6. Represents the library at community meetings and events to seek communication opportunities
7. Assist in maintaining and improving the library's website
8. Develops measurable objectives for Administration to review and evaluate the success of marketing strategies and communications programs
9. Performs other related duties as assigned

#### **MINIMUM QUALIFICATIONS**

##### Education and Experience

- Completion of a Bachelor's Degree and one (1) year of public service experience, and/or previous library experience;
  - An equivalent combination of education and experience which provides the required knowledge and abilities
  - Desktop publishing and web design desirable
  - Excellent public speaking skills
- Must be able to stand/walk during shift for approximately 3 hours, as well as easily lift 10 pounds and push/pull book/equipment cart.

## **KNOWLEDGE, SKILLS and ABILITIES**

- Knowledge of the methods, practices, and techniques of marketing
- Ability to develop and implement creative approaches to reach targeted audiences
- Knowledge of Library's mission, values, policies, and strategic plan
- Ability to coordinate diverse information and work with independent initiative
- Knowledge of office practices and procedures, equipment and supplies
- Ability to compile data, and write clear and comprehensive reports
- Ability to establish and maintain effective relations with volunteers, employees and the general public
- Ability to use discretion in handling confidential information
- Ability to perform work independently and with a minimum of supervision
- Must be adaptable to changing work hours
- Must be willing to work evenings and Saturdays if necessary

**Please direct all inquiries to the Library Director  
Gene Coppola at [gene@plib.org](mailto:gene@plib.org)**