JOE 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. Develops 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. Attends 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@phlib.org