



Community Relations Specialist

Primary Duties: The Community Relations Specialist is responsible for the promotion of the Library's services, programs, and collections to the public through traditional channels and through community outreach.

- Develop and present interactive outreach programs and activities to the community that highlight library services. Examples include visits to schools, parks, senior living facilities, etc.
- Attend special events and meetings to promote the Library's services, resources, and programs. Examples include setting up tables at schools and community events with library material and engaging with the public.
- Build relationships, partnerships, and coordinate efforts with outside agencies, and community groups to provide library services to the community.
- Design and create flyers, posters, brochures, and other promotional material.
- Maintain the library's website.
- Create daily postings and maintain all social media accounts.
- Create monthly online newsletters and special project emails.
- Create and distribute press releases.
- Serve as library photographer/videographer, taking photos and/or videos during library events.
- Compile data and prepare statistical and analytical reports of Library activities.

Specific Knowledge, Skills and Abilities:

- Demonstrate a high degree of creative imagination and originality in creating advertisements for the library, including a feeling for color, design, and layout.
- Proficiency with website design and Word Press.
- Proficiency with relevant desktop publishing software and tools such as Adobe Express, Illustrator, Photoshop, Canva, etc. to produce high-quality, well-written materials such as brochures and flyers.
- Proficiency with social media platforms to promote library services and programs.
- Ability to write grammatically correct press releases, professional correspondence, and program descriptions.
- Special knowledge of public library services, publishing trends, authors, titles and reading interests of all ages.

General Skills and Abilities:

- Ability to exercise initiative, leadership, and independent judgment.
- Ability to organize work, set priorities, use time effectively, and meet deadlines.
- Ability to multi-task and work with frequent interruptions.
- Ability to interact with people of varying personalities and ages in a variety of situations.
- Ability to analyze and creatively solve problems.
- Flexible, adaptable, and able to flourish in a changing environment.

Education and Experience

- Associate's degree in an appropriate field (such as public relations, marketing, graphic design, web development, etc.) or any equivalent combination of experience, training and/or education is required.
- One year of library or relevant experience is required.
- Public library experience is strongly preferred.
- Proficiency with computers, document creation software, presentation software, spreadsheets, social media platforms, and photo and video editing software is required.
- Graphic design experience and the ability to create promotional material are required.

Schedule: Must be able to work flexible hours, including evenings, weekends, or beyond the regularly scheduled workday when time sensitive communications are needed.

Salary: \$35,880 - \$39,977

Benefits: health, dental, vision, and life insurance, retirement, paid time off, and paid holidays.

Please complete the online application **and** submit a cover letter and resume to info@lcozarks.com