



Job Description

Job Title: Community Services

Department: Public Services

Reports To: Executive Director

Salary Grade: D/F

FLSA: Non-Exempt

Position Overview: The Community Relations position is responsible for the promotion of the library's services, programs, and collections.

Essential Functions:

- Develop, direct, and implement all engagement strategies for the library which include generating awareness, building engagement, and increasing library usage.
- Design and create promotional materials.
- Update and maintain forms and documents.
- Maintain the library's website and social media accounts.
- Create newsletters and special project emails.
- Assist with writing, proofing, and editing of external and internal library communications including flyers, blogs, press releases, articles, etc.
- Serve as library photographer/videographer, taking photos and/or videos during library events.
- Assist with the creation of statistical and analytical reports of library activities and services.
- Ensure signage and promotional materials are easy to read and understand, accessible, and effectively inform patrons of the library's materials and services
- Assist with projects that involve commercial/professional printing services as well as tracking costs.
- Provide design training and support for staff members when needed.
- All employees may have to take on tasks outside the normal scope of their job in the event of an emergency or staff shortage, e.g., work a shift at the circulation desk, or perform other duties as assigned.

Specific Knowledge, Skills, and Abilities Required:

- 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.
- 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.

Education and Experience:

- An associate or bachelor'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 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.

Physical and Working Conditions:

- Position requires bending, squatting, kneeling, and reaching from floor level to a height of six feet.
- Routine lifting and handling of library materials weighing up to 30 pounds and moving book carts up to 200 pounds.
- Ability to stand for extended periods of time.
- Ability to perform work at a computer terminal for extended periods.

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

Salary Range: \$22.00 – 25.00 with excellent benefit package including health, dental, vision, and life insurance, paid leave (including holidays), and enrollment in Missouri LAGERS public pension.