

PETAWAWA PUBIC LIBRARY

JOB DESCRIPTION

POSITION TITLE: Public Relations Librarian
POSITION: Level II Contract
RESPONSIBLE TO: Chief Librarian
HOURS: 35 Hours per week

PURPOSE OF POSITION:

- This is a contract position starting February 13th – November 2nd, 2012 with the possibility of permanent full-time.
- To provide public relations and marketing services for the library
- To provide adult programming that supports the library's services
- To actively seek sources of funding for the library

MAJOR RESPONSIBILITIES:

Public Relations/Marketing:

- To develop, plan, implement, and evaluate public relations and marketing activities that support the mandate and vision of the Petawawa Public Library as laid out in the policy manual
- Coordinate with the Online Services Librarian in the promotion of library programs and services through the library website as well as creating an online presence for the library.
- Actively seek opportunities to promote the Library to the public, implement and evaluate outcomes
- Provide written and verbal reports on both routine and special projects, including monthly and annual reports containing statistical analysis.
- Keep staff informed of all upcoming programs and events
- Administer the booking of the Rotary room which includes maintaining the booking calendar, the collection of fees, and confirming that the set-up, take-down and cleaning of the room is complete. To ensure that all A.V. equipment is functioning and up-to-date.
- Develop an effective approach of branding the library within the community
- Coordinate marketing and promotion of the library and its services to special groups, including but not limited to business, senior citizens and community groups
- Develop a planning guide for administering the library's programs and for promoting its services
- Serve as a desktop publishing resource for the library and provide assistance with desktop publishing projects as needed
- Assist in the distribution of surveys and informal market research

Adult Services:

- Plan, develop, and implement adult programming that draws people to the library and motivates them to utilize library products and services. Calendarize programming activities annually and coordinate with all departments as needed
- Plan, develop and implement programs and services to seniors
- Develop a Reader's Advisory program that includes the planning and implementation of activities that promote reading
- Designs all necessary media to promote adult programs both individually and collectively; including (but not limited to) tickets, signage, media releases and brochures

- Evaluate success of programs in fulfilling the needs of the target audience, as well as promoting the library usage, awareness, and image
- Report on adult services/programming activities to the CEO in writing and/or at meetings as required

Fundraising:

- Develop and implement a fundraising program for the library, which will include at least one annual fundraising event
- Create a database to include donors, possible funding sources and a system to track regular communications with charity organizations to maintain positive relations
- Develop, oversee and maintain a "Friends of the Library" group to help with fundraising for the library

Public Service

- Carries out circulation duties including checking books in and out, registering new members, calculating fines, and shelving returned materials
- Provides a research service, reader's advisory service, and is available at all times to aid in the use of the Internet and On-line Public Access catalogues
- Deals with all complaints, problems and requests of patrons
- Provides photocopying, fax service and supervises the use of all other library facilities
- Assumes responsibility for library operations as per schedule
- Provides backup for Circulation staff as required
- Responsible for the health and safety of the public
- Responsible for securing the building before leaving the premises

The foregoing description outlines the principal functions of the Public Relations Librarian but does not list each and every responsibility which may be assigned periodically

HUMAN RESOURCES:

Training/Operating:

- Trains and coordinates adult volunteers.
- Supervises volunteers to ensure an effective and efficient operation of the library
- Assists in instructing volunteers in all library policies and/or changes to the library procedure

SKILLS AND EFFORTS:

Qualifications:

- Library Technician or equivalent
- Public relations and marketing experience or not-for-profit experience required
- Library programming experience preferred

Special Skills:

- Computer knowledge, including, MS Office and publishing software
- Knowledge of current microcomputer hardware and software
- Familiarity with social media applications
- Able to troubleshoot minor computer issues
- Self-motivated

- Ability to think quickly under pressure.
- Able to work with deadlines
- Pleasant and friendly attitude
- French an asset

Physical demands:

- High levels of standing
- Continuous heavy visual concentration (computers)
- Heavy lifting occasionally

Job Environment:

- Comparable to standard office