

# Position Description

# Public Relations Assistant

<b>POSITION/TITLE:</b> Public Relations Assistant		
<b>DEPARTMENT:</b> Public Relations		
<b>REPORTS TO:</b> Public Relations Coordinator		
<b>STARTING WAGE:</b> \$10—\$13/hour, commensurate with experience and qualifications	<b>EMPLOYMENT CATEGORY:</b>  Part-Time	<b>WORK HOURS:</b>  12 hours/week plus occasional nights and Saturdays
<b>POSITION SUMMARY:</b> <ul style="list-style-type: none"> <li>• Works under the direction of the Public Relations Coordinator</li> <li>• Assists with planning, preparing for and implementing adult programs, special events, public information, community outreach, and other tasks as assigned.</li> <li>• Works with other departments to help plan and implement library events, as needed.</li> </ul>		
<b>MINIMUM QUALIFICATIONS:</b> <ul style="list-style-type: none"> <li>• Education: High School graduate required, 2 years college in a related field preferred</li> <li>• Excellent public relations skills in interacting with library patrons, particularly adults and families</li> <li>• Excellent multi-tasking and time management skills</li> <li>• Excellent production and editing accuracy, able to self-correct</li> <li>• Ability to work independently, exercise initiative and judgment</li> <li>• Ability to take direction and follow through with assignments in a timely fashion</li> <li>• Proficient in Microsoft Word, Publisher &amp; Excel and the ability to learn marketing software and use of AV equipment</li> <li>• Ability to communicate and work effectively and courteously with all library staff</li> <li>• Ability to set up program equipment and furnishings</li> </ul>		
<b>RESPONSIBILITIES AND PERFORMANCE STANDARDS:</b> <ul style="list-style-type: none"> <li>• Assists the Public Relations Coordinator; substitutes for the PR Coordinator when appropriate</li> <li>• Assists with preparation and implementation of adult programs and special projects, as needed</li> <li>• Ability to prioritize tasks, multi-task, and complete tasks on schedule</li> <li>• Ability to meet production deadlines and maintain accuracy in all publicity and projects</li> <li>• Ability to implement library information dissemination and program publicity in all print and electronic formats, including email, social media and the library website</li> <li>• Produces and distributes online and print marketing under the supervision of the PR Coordinator</li> <li>• Learns and implements Evanced software to maintain events calendar for adult programming</li> <li>• Proficient in Microsoft Word, Excel, Publisher and other software as relates to Public Relations</li> <li>• Ability to exercise initiative and use good judgment when/where appropriate</li> <li>• Assists with researching and hiring performers and speakers for programs and events</li> <li>• Assists with outreach to the community, raising awareness of library services, and library tours</li> <li>• Assists with compilation of department statistics</li> <li>• Available to work nights and/or weekends when necessary, and to drive off-site for programs, events, trainings and to disseminate publicity materials.</li> <li>• Attends regular full-staff meetings, and other professional meetings as appropriate</li> <li>• Other tasks may be assigned as needed by the Public Relations Coordinator and/or the Library Director</li> </ul>		