

Community Relations Coordinator

MANHEIM COMMUNITY LIBRARY

REVISED JUNE 2017

Job Title: Community Relations Coordinator (CRC)

Pay Range: starting at \$10.00 /hour

Hours per week: 20 hours per week

Immediate Supervisor: Director

General Description:

The Community Relations Coordinator will coordinate library publicity, prepare and distribute promotional materials, maintain the library's website and online presence, and assist in cultivating donors.

Youth Librarian Basic Competencies:

1. Meet Basic Library Job Qualifications
2. Knowledge of marketing, publicity, donor cultivation and event planning
3. Proficient use of technology and social media (Facebook, Instagram, Twitter, Word Press, Mail Chimp) required
4. Must have a valid driver's license and reliable transportation with the ability to carry and transport materials to an off-site location
5. Able to supervise activities, the library, and volunteers
6. Must be knowledgeable about library services and role of libraries
7. Excellent written and oral communication skills along with strong organizational skills
8. Able to meet deadlines and be **self-directed**
9. Ability to work well with members of the organization and the community
10. Promotes the mission and goals of the Library
11. Training and experience in marketing, publicity, donor cultivation and event planning is desirable

Primary Duties

1. Lead development activities for the library
 - a. Oversee donor database
 - b. Execute direct mail and email campaigns
 - c. Assist in preparation of grant proposals
 - d. Play a major role in planning, publicizing and organizing benefit events
 - i. Act as a liaison to the Friends of the Library
 - ii. Act as a liaison to Community Groups (e.g. Christmas in Manheim)
 - iii. Keeps informed of Community Events and activities through the local press and maintains contacts with as many community and business groups as possible. Seeking and evaluating possible community partnerships.
 - iv. Research opportunities and possible partnerships as approved by Director

2. Coordinate public relations activities including:
 - a Follow Media Plan and adapt as necessary
 - b Act as liaison with news media
 - c Coordinate submission of information to news media
 - d Maintain news coverage and archive historical milestones
 - e Assist in creating brochures, flyers, signs, posters, calendars and displays for library events;
 - f Assist in creating brand, logo, and marketing materials for the library
 - g Manage library website and online presence

The above job description is not intended as, nor should be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.

BASIC MINIMUM LIBRARY JOB QUALIFICATIONS FOR ALL POSITIONS REVISED 2017

- Able to obtain current PA Child Abuse and Criminal Record Clearances as well as FBI Criminal Background check
- High School Diploma
- Able to type and file accurately
- Able to learn the basic level library computer circulation skills within the three-month probation period
- Able to learn the specific skills of the assigned position and attend training programs available for the position
- Able to work pleasantly and knowledgeably with the staff and the public
- Able to give and follow written and oral instructions
- Able to work independently and make decisions within established guidelines
- Able to climb 2-step stools; lift, carry, and shelve library materials above the shoulders and below the knees
- Possess the manual dexterity and coordination required to process materials

General Physical Effort & Stress Levels

(Individual Positions May Vary)

	High	Medium	Low	None
Lifting	x			
Walking	x			
Manual Dexterity	x			
Standing		x		
Climbing		x		
Visual	x			
Limited Movement or change of position	x			