



WEST CHICAGO PUBLIC LIBRARY DISTRICT

JOB OPENING – Public Relations Specialist

JOB SUMMARY:

This is a professional Library position. The Public Relations Specialist is responsible for the development of marketing and promotional activities that support The West Chicago Public Library District's mission and goals through implementation of creative strategies that increase the community's awareness of library services and programs.

MINIMUM QUALIFICATIONS REQUIRED:

Education: Bachelor's degree in related field

Experience: Library experience preferred

Skills: Demonstrated interpersonal and communication skills and professionalism to create positive interaction with patrons, staff, and others

Knowledge of office productivity software (MS Office or similar) and graphic design software (Adobe Photoshop or similar), basic Internet applications, e-reading devices, and mobile apps.

Ability and willingness to learn new and emerging technologies as requested or needed

SALARY RANGE:

Salary range is \$42,412 to \$66,186 annually, based upon qualifications and experience. This position is full-time, 36 hours per week, including evenings and weekends.

TO APPLY SUBMIT YOUR RESUME TO:

West Chicago Public Library District

Attn: Human Resources

118 W. Washington Street

West Chicago, IL 60185-2803

Email: hr@wcpd.info

DEADLINE FOR SUBMITTING RESUMES:

Open until filled.

TITLE: Public Relations Specialist
DEPARTMENT: Administration
REPORTS TO: Library Director
GRADE: 5 **FLSA STATUS:** Non-Exempt
EFFECTIVE DATE: _____ **APPROVAL:** _____

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All of the duties listed below are essential job functions All job requirements listed indicate the minimum level knowledge, skills and/or ability deemed necessary to perform the job proficiently. This job description is not to be construed as an exhaustive statement of duties. Nothing in this description restricts the Library's right to change this job description at any time and/or to assign or reassign duties. Employees may be required to perform any other job-related duties as requested by their supervisor.

ESSENTIAL DUTIES:

1. Coordinate planning, implementation of creative strategies, and evaluation of public relations and marketing activities
2. Ensure consistent library identity and branding across all media platforms
3. Develop and produce messages that communicate the value of library products and services to constituents; evaluate message effectiveness.
4. Responsible for selection of e-Newsletter content; write/edit copy, and maintain email list
5. Coordinate program guide production schedule, write/edit/proofread copy, oversee graphic design, printing, and distribution
6. Work with management team to implement activities that further internal and external communications efforts.
7. Actively seek and implement opportunities to promote the Library
8. Responsible for development of promotional materials including but not limited to posters, bookmarks, flyers, and slide presentations
9. Assist in the vision and development of library website.
10. Represent the Library at meetings and other activities as required/directed.
11. Perform other duties as required or assigned.

PHYSICAL/MENTAL REQUIREMENTS:

- Sitting, standing, stooping, bending, and the ability to lift/move books up to 40 pounds and full library carts
- Must be able to communicate effectively, both verbally and in writing and exchange accurate information with staff and library patrons
- The ability to effectively and efficiently operate basic office machinery (computer, printer, copier, telephone, fax machine, paper cutter, laminating machine, microfilm/fiche readers, smart TVs, media projectors, etc.)

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