

**Plaistow Public Library
Personnel Policy - Job Description**

Position Title: **Programming & Publicity Coordinator**

Accountability: **Reports to the Library Director**

Overview of the Position: **Part-Time; Non-Exempt; Paid Time Off**

This position is responsible for all adult programming and library marketing activities and for assisting with other library operations as needed, including general circulation duties. This position requires self-direction, creativity, and the ability to communicate effectively with a diverse community through a wide variety of means and media. Strong customer service and computer skills are essential. Work on some evenings and weekends is required (generally at least one evening per week).

Essential Functions

- Creates transformative experiences for the Library’s patrons through the planning and implementation of a regular schedule of adult programs, such as book discussion groups, movie series, and author visits, negotiating with program providers as necessary.
- Collaborates with other local and state programming librarians on larger-scale projects, e.g., “One Book” programs.
- Works with the Director and Head of Children’s Services to build and manage partnerships with Town departments (Recreation Department, in particular) and area government agencies, schools, businesses, non-profits, social organizations, and other relevant community groups.
- Works with the Director to develop and implement the marketing plan for the Library’s programs, services, and collections, targeting both current and potential library users.
- Creates marketing materials based on traditional media, in-house publicity, online venues, and community outreach using a wide range of marketing tools, including displays, bookmarks, posters, flyers, camera-ready ads, press releases, website and Facebook posts and/ or photos, and regular e-newsletter and messages.
- Writes press releases for major library programs and announcements.
- Promotes all general and adult-specific library services and resources, including online databases.
- Monitors community response to the library’s social media presence.
- Evaluates the success of programs and marketing efforts and submits reports and statistics as requested by the Director.
- Coordinates internal messages to ensure staff are informed about library events and are able to assist with promotion activities.
- Makes recommendations to collection development librarians about materials in support of programs.
- Works with the Library’s development staff to identify and secure grants or other sources of funding for programs.
- Responsible for setup and cleanup of program spaces, assisting presenter(s), and ensuring that presenters and guests have a positive experience.

Supporting Functions

- Provides customer service by answering general queries about library services, collections and programs, referring patrons to other staff members as needed.
- Staffs the Circulation desk a minimum of three hours per week, registering borrowers, checking materials in/ out, assisting patrons with information and computer-related inquiries, and performing other public access services as needed.
- Manages the library's meeting room reservation system and assists patrons with account management and system questions
- Performs other duties as required by the Director.

Required Skills

The Programming and Publicity Coordinator should be able to:

- Communicate effectively with library staff, presenters, patrons and other members of the public.
- Work effectively and accurately in a close-knit team environment while still able to work independently with minimal oversight.
- Work within a limited budget and track expenses.
- Use audio-visual equipment.
- Move furniture and set up event spaces.

The Programming and Publicity Coordinator should have:

- Strong project and time management skills to balance competing demands and oversee events in various stages of planning.
- High proficiency with standard business information technology tools, including Windows operating systems, Microsoft Office applications, desktop publishing and graphics editing applications, Google Suite apps, online social media platforms, email marketing services, and website content management tools.

Physical Requirements

- Intermittent standing, walking, and stooping.
- High degree of dexterity.
- Ability to regularly lift a minimum of 20 pounds.
- Cognitive and sensory requirements consistent with the high degree of communication and interpersonal activity demanded by the position's functions and duties.