CITY OF BELLINGHAM

JOB DESCRIPTION

JOB TITLE: **Library Community Relations Specialist** **UNION:1937**
SG:109
CLASS TITLE: **Education Programs and Activities Coordinator** **CS:N**
FLSA:Y
DEPARTMENT: **Library – Community Relations** **EEO4CODE:PP**

JOB SUMMARY:

Performs a variety of specialized support work associated with outreach, public information, communications and programming for the Library. Coordinates assigned library activities, services, events, and may deliver programs. Prepares marketing, informational and promotional materials for library programs, services and public involvement activities. Coordinates, schedules and approves the Library's public meeting room access. Responsibilities involve significant public contact, both within the library and through outreach efforts. Coordinates with other City departments and organizations as directed.

SUPERVISORY RELATIONSHIPS:

Reports to a member of the library management team. Work is performed under general supervision and the guidance of City and departmental policies and procedures. May provide day-to-day direction and training to lower classified staff and volunteers.

ESSENTIAL FUNCTIONS OF THE JOB:

1. Produces high quality, creative, visually-pleasing and informative communication materials about Library programs, services and outreach efforts using various media resources such as news releases, social media, web content, brochures, advertisements, and displays. May liaise with contracted graphic designers as assigned. Oversees and orders print jobs as needed.

2. Under the guidance of the Head of Community Relations, performs routine review and updates to the Library website and social media platforms, including generating content; proofreading; restructuring and editing materials from content writers to meet established standards; reviewing existing content to ensure accuracy and relevance; and posting to social media platforms.

3. Responsible for coordinating the library room and event calendars, including prioritizing and approving requests for reservations. Ensures that meeting room terms of use are clearly communicated. Resolves scheduling, access and equipment issues.

4. Coordinates and provides support in planning and executing events both on and off-site, such as public forums, programs, events, and public involvement activities. Responsible for planning and coordinating event schedules, timelines, people and materials necessary for event implementation. Assists with set-up and clean-up.

5. Maintains records and files in support of community relations and communications activities, such as project and program records and equipment and material purchasing. Determines program material needs and makes purchases with approval. Assists with the development of community relations and communications policies and procedures.

6. Responds to a variety of inquiries, correspondence and information requests from the public, outside organizations and City staff. Prepares, reviews, proofreads and edits letters, memos and forms.

7. Plans, prepares and schedules Skillshare programming as assigned.

ADDITIONAL WORK PERFORMED:

1. Networks with community organizations and partner organizations as assigned.

2. May provide training and day-to-day direction to lower-classified staff and volunteers. Assigns, directs and reviews the work of staff and volunteers assigned to assist with programs.

3. May be assigned to work on committees.

4. Performs other related work of a similar nature and level.

PERFORMANCE REQUIREMENTS (Knowledge, Skills and Abilities):

Knowledge of:
- Library operations, procedures, services, and policies as well as relevant City policies.
- Standard and specialized computer software applications, including:
  - Website management software;
  - Microsoft Office Suite;
  - Portable document format software, Photoshop, InDesign or related technology.
- Customer service principles and techniques.

Skill in:
- Written communications, including writing in a variety of formats for a wide range of purposes.
- Oral communications, including speaking to large and diverse audiences.
- Working with diverse populations.

Ability to:
- Effectively interact with the diverse public, co-workers, vendors, and others using courtesy, tact, and good judgment.
- Convey enthusiasm about learning, books, library resources, and the library's role in the community.
- Work accurately and maintain attention to detail in an atmosphere of frequent interruptions.
- Work independently, set own priorities, devise own work methods and follow general Library protocols and procedures.
- Plan and organize workload effectively.
- Maintain consistent and punctual attendance.

- Ability and willingness to demonstrate the Public Service Competencies of Service Orientation, Results Orientation, and Teamwork and Cooperation.
- Physical ability to perform the essential functions of the job, including:
  - Reach shelves up to six feet high and at floor level;
  - Lift and carry materials weighing up to 50 lbs., infrequently;
  - Communicate verbally;
  - Move between work sites;
  - Correctable visual acuity to read a computer screen and a typeset page.

WORKING ENVIRONMENT

Work is performed extensively at a computer workstation with periods of prolonged sitting or standing. Workstation is often shared with other staff. Duties are performed primarily indoors, and may take place offsite, with frequent interaction with co-workers and the public. Environment includes a normal range of noise and other distractions working around specialized library equipment and standard office equipment.

EXPERIENCE AND TRAINING REQUIREMENTS:

- Bachelor's degree in communications, marketing, journalism, graphic arts or other related discipline.
- One year of experience working with diverse populations.
- Two years of experience related to communications, public relations, marketing or journalism.
- An equivalent combination of education and experience sufficient to provide the applicant with the knowledge, skill and ability to successfully perform the essential functions of the job will be considered.

NECESSARY SPECIAL REQUIREMENTS:

- Employment contingent upon passing a criminal convictions check, child and adult abuse records check and local background check.
- Must be willing to work various shifts depending upon the needs of the library, including evenings and weekends.

PREPARED BY: R. Judd
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E. Weinberg
06/21

REVIEWED BY: _____
R. Judd, Library Director