

# Public Relations and External Communications Coordinator Tompkins County

**Department:** Library-Tompkins County Public

**Classification:** Competitive

**Labor Grade:** 11

**Approved:** 11/2002

**Revised:** 03/06; 10/13; 12/16; 2/20

**By:** LG, Deputy Commissioner of Human Resources

## **MINIMUM QUALIFICATIONS:**

1. Possession of a Bachelor's degree from a regionally accredited or New York State registered college in liberal arts or social sciences **AND** one (1) year of full-time paid (or the equivalent part-time) experience in public programming, or marketing, or events planning or media communications; **OR**
2. Possession of Associate's degree from accredited two-year college **AND** two (2) years of full-time paid (or the equivalent part-time) experience in public programming, or marketing, or events planning or media communications; **OR**
3. Any combination of training and experience equal to or greater than that specified in (a) and (b) above.

Tompkins County is committed to Equity and Inclusion. We encourage others with similar values to apply.

## **DISTINGUISHING FEATURES OF THE CLASS:**

The work is designed to supervise communications and public relations functions of Tompkins County Public Library through communications and publicity that effectively promote the Library. Drafts and oversees production of Library communication vehicles including but not limited to newsletters, annual reports to the community, special reports and promotional materials. The employee has considerable autonomy and works under the general supervision of the Library Director. Communicating with the media is required to ensure positive and timely library publicity. The employee will identify and initiate connections with key community organizations and ensure linkages. The incumbent will perform all related duties as required.

## **TYPICAL WORK ACTIVITIES:**

- Creates communications, writes and approves press releases, acts as a liaison to media to facilitate Library interviews and publicity;
- Identifies communication needs and develops and implements strategies to meet them;
- Creates and maintains an organization wide community outreach inventory, including but not limited to County Legislature, Tompkins County Public Library Foundation, Friends of the Library, and media;
- Edits the content, appearance, usability, and efficiency of external communications for the Library in order to insure the desired message and image is presented;
- Assists with design and edits the content of publicity campaigns, including the newsletter, reports to the community and strategic plan;
- Serves as liaison to Web Librarian for marketing and publicity information for library website;
- Creates and maintains an annual schedule for communications activities utilizing tools such as a central calendar of all library events and programs in order to ensure a planned approach and enable staff to implement best practices for Library communications and public relations;
- Confers with professional staff to determine appropriate promotional activities schedule and successful promotional plan;
- Confers with the professional staff, Library Director and appropriate trustee committees about the library and recommends strategies to best communicate information about the library;
- Monitors community opinion about the library and its activities;
- Provides advice and guidance regarding effective public relations strategies which address public opinion issues;
- Responsible for monthly statistics for social media and other relevant outlets;
- Coordinates the dissemination of all library publicity using appropriate media.

## **KNOWLEDGE, SKILLS ABILITIES AND PERSONAL CHARACTERISTICS:**

- Working knowledge of the role and mission of public libraries and library development;
- Good knowledge of community and cultural organizations;
- Working knowledge of graphic arts software and presentation software;
- Excellence in communication and interpersonal skills;
- Good organizational skills;
- Basic computer skills including word processing, e-mail, and file management;
- Ability to express library goals and strategic directions;
- Ability to express ideas clearly and accurately, through a variety of means, particularly through the broadcast media, the printed word and spoken word;
- Ability to speak in public;
- Ability to network and reach out to different community groups;
- Ability to make decisions, and carry out assignments independently;
- The employee's physical and mental condition shall be commensurate with the demands of the position, either with or without reasonable accommodations.

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