

BEAUREGARD PARISH LIBRARY

205 S Washington Avenue, DeRidder, Louisiana, 70634 337-463-6217
Equal Opportunity Employer

POSITION: Public Relations & Marketing Coordinator, Non-exempt

RESPONSIBILITIES: Designs, creates and disseminates promotional materials and information releases for the Library's programs and services through all forms of media. Performs other duties as assigned.

GOAL: To increase and maintain awareness within BPL's service area of Library's offerings.

DUTIES:

- Uses marketing strategies to positively promote the library throughout the service area using, but not limited to, all forms of media (print, digital, radio, tv, etc.)
- Creates and disseminates promotional materials for library programs and services within the library, the community, and beyond
- Acts as library liaison to media and the public voice of the library when requested by director
- Positively represents library at community events as assigned by supervisor or director
- Proposes new promotional ideas to supervisor
- Works with Programming Coordinators and other staff to keep abreast of upcoming events and promote those events.
- Attends training sessions and professional development opportunities, as assigned.
- Enriches and maintains the library's vibrant, informative multi-platform social media presence
- Consults with I.T. department to maintain fresh, appealing, user-friendly library website
- Completes statistical and other reports as assigned.
- Creates and distributes monthly calendar of events
- Collects and maintains scrapbook of library promotions, events, and initiatives
- Follows library policies and procedures
- Other duties as assigned

MINIMUM QUALIFICATIONS:

Bachelor's from an accredited college or university in marketing or public relations

Ability to follow verbal and written instructions

Eagerness to hone new skill sets, find creative solutions, and work with a variety of equipment

Ability to work as a team member and interact positively with a diverse population

Ability to clearly and correctly communicate verbally and in writing.

Some graphic art and/or library experience highly desirable. Creativity required.

Must meet Essential Library and key Public Services & Technology competencies as defined by the Competency Index for the Library Field (2014). Requires valid Louisiana driver's license, a clear driving record, and the ability to safely operate motor vehicles. Must pass background check.

HOURS: 15-20 hr / wk to start, some evenings and weekend hours may be required.

SALARY: \$13.84 - \$14.40 /hr commensurate with qualifications

SUPERVISOR: Director

Applications are available at all BPL branches and at library.beau.org under Library Info. Completed applications from qualified individuals will be accepted in person at all BPL branches or via email to hrdept@beau.org. Application window closes June 25, 2018 5:30 PM.