



Public Relations & Creative Services Coordinator

DEPARTMENT: Creative Services

GRADE: 64

CLASS CODE:

FLSA STATUS: Non-Exempt

UNION STATUS: Represented

REVISED DATE: June 2019

Summary:

Drafts and prepares written and online publicity, marketing emails, and the promotional correspondence for Timberland Regional Library (TRL) and works with media to promote and publicize library programs, events, resources, and services. Maintains district social media accounts, designs marketing campaigns, and manages TRL.org web content.

Reporting Relationships and Team Work:

A coordinator is a subject matter expert who may provide direction to staff and works as a bridge between departments, employees and functions. This position is supervised by and reports to the Operations Manager.

Essential Duties and Responsibilities:

Class specifications are intended to provide a descriptive list illustrative of the range of duties performed by employees in the class. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

1. Design, organize, research, and write original publicity and public information to promote and convey TRL's mission, vision, values, services, and programs.
2. Establish and maintain relationships with print, broadcast, and electronic media representatives to maximize the District's broadcasting of library programs, activities, and services.
3. Serve as media spokesperson and provide accurate and timely library news and information to media; provide guidance and training to TRL staff and volunteers on media communication.



4. Collaborate with TRL staff for social media postings; procure permission for use of original art or copyrighted content in online posts and blog articles.
5. Coordinate with other departments to create targeted marketing campaigns and newsletters; organize and edit written materials including brochures, annual reports, and internal/external communications for pre-press design work.
6. Assist in the production and editing of district-wide monthly media calendars.
7. Coordinate distribution of TRL press to media outlets. Provides interviews with media outlets on as-needed basis.
8. Develop and implement processes for tracking and monitoring district and branch social media pages; maintain current and historical media publication resources.
9. Participate on local- and district-wide committees
10. Perform other duties as assigned or required.

Core Skills and Qualities:

Complete definitions are included on the TRL evaluation form. Employees are expected to demonstrate the following qualities at all times:

1. Establish and maintain effective working relationships with internal staff, outside organizations, and the general public.
2. Positively reflect TRL's mission, vision, and values to the staff and public.
3. Effective organizational and time management skills, including the ability to multitask, manage multiple projects at the same time and adapt to changing priorities to meet demands of the department.
4. Communicate effectively verbally and in writing.
5. Demonstrate quality customer service.
6. Exhibit reliability and dependability. Demonstrate punctuality and regular and consistent attendance.
7. Demonstrate a positive attitude and flexibility.
8. Work well with others, show respect, contribute to the team.
9. Protect confidentiality of patron information.

Required Knowledge, Skills, and Abilities:

Employees are expected to perform or possess the following:

1. Principles, methods, procedures, and practices of public sector communications management.
2. Establishing and maintaining effective working relationships with internal staff, other library systems, outside organizations, and the general public.



3. Effective organizational skills, including the ability to work independently, multitask and manage multiple projects at the same time and remain adaptable to changing priorities in order to meet the demands of the organization.
4. Maintaining confidential data with scrutiny, judgement, and care.
Utilize critical thinking skills to identify complex problems and meet the needs of stakeholders. Analyze available data, processes and procedures to develop meaningful reports and recommendations based on that analysis.

Technology Requirements:

Required:

- Use of office equipment, including but not limited to Personal Computer and related software packages to perform advanced analysis, information retrieval and tracking.
- Keyboard and alpha/numeric data entry skills
- Ability to navigate, search and use web functions and software applications (e.g., time and attendance systems, performance reviews)
- Microsoft Office Suite skills (e.g., Outlook, Word, Excel) to satisfactorily complete job responsibilities

Desired:

- SharePoint

Education and Experience:

- Bachelor's Degree in Business, Communications, Marketing, or related field
- Minimum of five years of communications experience; OR any combination of education and experience which would provide the required knowledge and skills and allows successful performance of the job.

Licenses, Certifications, and Special Requirements:

- A valid Washington State Driver's License.
- Must pass and maintain a criminal background check.

Physical and Environmental Conditions:

- Work is performed in a standard office environment, as well as a library environment and involves regular contact with the public.
- Subject to sitting, standing, walking, bending, reaching and lifting objects up to 40 pounds.



The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions with this job.

This and all TRL positions are subject to transfer, based on library need.

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job. Timberland Regional Library is also an Equal Opportunity Employer.