



**Collingwood Public
Library**

Position Description

Coordinator, Public Relations

Position Code:	57	Pay Band:	7
Division:	Community Services	Effective:	August 2007
Reports To:	Supervisor, Community Services	Revised:	Jul/22, Apr/19, Oct/12, Oct/11
Direct Reports:	None	Status:	Permanent Full-Time

Position Summary

Reporting to the Supervisor, Community Services, the Coordinator, Public Relations is a creative leader with an acute ability to thrive in a rapidly changing environment. The position develops and oversees internal and external communications on behalf of the Library, including media relations, public relations, marketing and fundraising strategies. The main duties and responsibilities of the position are in the areas of marketing and communication, public relations, website and social media, Arts Advisory Council, community services support, and general library support.

Duties and Responsibilities

1. Marketing and Communication (25%):

- (a) Develop and oversee communications on behalf of the library; actively seek opportunities to promote the library to the public
- (b) Develop, implement and evaluate communications and marketing strategies and plans that align with the strategic plan, create goals and set measurable objectives, monitor effectiveness and trends, ensure message accuracy, and analyze and apply market research.
- (c) Oversee the development, production and content of communication and marketing materials. Design and update library promotional materials using appropriate software, source print requirements, if necessary. Direct advertising for local, provincial and national radio, print and periodical media including media buys.
- (d) Develop promotional activities with the goal of enhancing the library's image and increasing community involvement.
- (e) Develop purchasing strategy and inventory for all promotional items.
- (f) Provide communications expertise and support to the Board and staff, including editorial and style guidance, to ensure a consistent, accurate and quality message in accordance with the strategic plan.
- (g) Participate in professional development and activities to keep abreast of trends and possible cooperative programs. Review literature and monitor industry best practices to keep current on library, communication and marketing trends.
- (h) Evaluate, collect and report related communication and marketing statistical information.
- (i) Monitor and manage division promotional, publicity and marketing budget and expenditures in consultation with management.

2. Public Relations (20%):

- (a) Oversee all media relations initiatives and proactively seek media coverage for newsworthy initiatives; develop plans for traditional and new media.
- (b) Research, write and edit news releases and media materials; provide support to both the media and Library employees; liaise with media and facilitate interviews.
- (c) Monitor print, radio and television media; maintain media contacts; shoot and/or arrange photo shoots.
- (d) Develop and maintain positive working relationships with Town of Collingwood staff, volunteers and external stakeholders such as local and regional media, community groups, libraries, and other communications specialists.
- (e) Plan and conduct promotional events to showcase Library accomplishments, initiatives and programs.



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(f) Promote and maintain positive relationships through community liaison.

3. Website and Social Media (20%):

- (a) Administer and maintain the graphic presentation and content management for the website; monitor the effectiveness of site using analytic software and make changes as required.
- (b) Leverage social media properties to engage stakeholders; contribute to presence on similar community sites.

4. Arts Advisory Council (20%):

- (a) Liaise and lead Arts Advisory Council (AAC) and develop a consultative support relationship.
- (b) Support artists and arrange functions for art exhibitions and programming.
- (c) Oversee art exhibitions by implementing policies and procedures including processing sale transactions, tracking inventory, and installing exhibits.
- (d) Assist the AAC with other cultural programs (e.g., Performance Workshops, etc.).

5. Community Services Support (10%):

- (a) Develop and maintain policies and procedures that pertain to public relations, marketing, communications, and social media.
- (b) In the absence of the Supervisor, act as a liaison for the Friends of the Collingwood Public Library.
- (c) Refer difficult patron requests to the Supervisor or Library Chief Executive Officer.

6. General Library Support (5%):

- (a) Provide coverage and/or support on information desk and other divisions as scheduled or as needed.
- (b) Respond to general enquiries, concerns and issues from the public; direct patrons to specialized staff as required.
- (c) As scheduled, designated "Staff Lead", responsible to ensure closing routine completed and in the event of an emergency, contact appropriate management and authorities.

Work in compliance with the Highway Traffic Act, Occupational Health and Safety Act, WHMIS, applicable legislation, regulations, statutes and departmental policies/procedures/practices and operational guidelines. Ensure that all necessary personal protective equipment (e.g. safety boots, hard hat, reflective vest, gloves, hearing protection, eye protection, etc.) are used and are maintained in good condition.

Perform other related duties, as assigned, that are in accordance with job responsibilities and/or necessary departmental or corporate objectives.

Knowledge, Skills and Experience

1. Diploma in Communications, Public Relations, Marketing or related discipline.
2. Three (3) years' related experience, preferably in a public library environment.
3. Knowledge of public relations, library functions and activities. Excellent rapport with children, youth and adults.
4. Familiarity with web design and HTML, working knowledge of design software (e.g. Adobe, Affinity) and experience using social media platforms (e.g., Facebook, Instagram, Twitter).
5. Excellent administrative, communication, interpersonal, organizational, time management, and public relations skills, together with the ability to use tact and discretion and to deal courteously and effectively with the public and fellow staff members.



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6. Ability to multi-task, cope with interruptions and work under pressure to meet multiple deadlines, exercise discretion and good judgment particularly when handling highly confidential/sensitive information. Possess a high degree of initiative and personal integrity.
7. Working knowledge of Windows and Microsoft Office applications, Integrated Library Systems, internet, database management software, and office equipment.
8. Ability and willingness to travel within the community and out of town as required.
9. Possess a current Criminal Record & Judicial Matters Check (Level 2) with results satisfactory to the employer, and a valid standard first aid & CPR/AED Level C certification (or willing to obtain).

Physical Demands and Working Conditions

Physical Effort: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Some sedentary work with no undue fatigue that involves sitting, but may require standing or walking for periods of time. Individual must operate office equipment such as computers, copiers, faxes, scanners and calculators. Must have the ability to stand, sit, reach with hands and arms, and stoop, kneel, or crouch. Exposure to dust. (70%) Must be physically able to push, pull, lift, carry or otherwise move objects up to 10 pounds on a regular basis and exert up to 20 pounds of force occasionally. Must be able to move wheeled carts (push & pull) when loaded weighing up to 100 pounds (30%).

Normal hours of work average thirty-five (35) hours per week. Shifts are usually seven (7) hours per day plus a one (1) hour unpaid meal break and scheduled shifts include days, evenings and weekends. Flexibility in scheduling is necessary as there may be the occasional requirement to change shifts, work holidays and/or work overtime as required/assigned.

Physical Environment: Work is conducted in a standard library environment. (100%)

Sensory Attention: Requires the ability to communicate effectively including explaining processes, instructions and speaking before groups of people with periods of continual visual concentration. Must be adept at listening to and understanding others from a variety of cultural backgrounds. (95%) Ability to concentrate on both technical documents and a variety of materials including reading and shelf reading functions. (5%)

Stress: Limited mental stress, in normal situations with limited pressure where the seriousness of the outcome is limited. (85%) Occasional exposure to disgruntled members of the public. (10%) Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with emergency situations. (5%)

Contacts and Dimensions

Direct Reports:	0
Indirect Reports:	0
Total Employees Served:	0
Other Working Relationships:	Position communicates regularly with Library staff, Town staff, staff at other libraries and library associations, Arts Advisory Council, Friends of Collingwood Public Library, patrons, volunteers, internal/external library groups, community groups/organizations, media, businesses, government agencies, and the general public.
Budget:	\$3,000
Salary Budget:	n/a



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Review and Signatures

Employee Name (print): _____

Date: _____

Signature: _____

Supervisor Signature: _____

Date: _____

Manager/HR Signature: _____

Date: _____