

BEAUREGARD PARISH LIBRARY

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

Equal Opportunity Employer

POSITION: Public Relations & Marketing Coordinator. Non-exempt, Hourly

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 of Library's offerings within BPL's service area.

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 degree from an accredited college or university in marketing or public relations. Ability to follow verbal & written instructions; Ability to clearly and correctly communicate verbally & in writing. 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. 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: up to 40/wk, some evenings and weekend hours may be required.

SALARY: \$13.84 - \$14.54 /hr entry, commensurate with qualifications

SUPERVISOR: Director

Applications are available at **Beauregard Parish Library** and **library.beau.org** under Who We Are / Employment. Completed applications from qualified individuals will be accepted in person at BPL, via email to hrdept@beau.org, or by mail to our address listed above. Applications are required; resumes are accepted as supplemental only. Application window closes on **November 10th, 2020.**