



JEFFERSON PARISH  
Personnel Department

<http://www.jeffparish.net/departments/personnel>

INVITES APPLICATIONS FOR THE POSITION OF:

**ADMINISTRATIVE MANAGEMENT SPECIALIST IV -  
LIBRARY MARKETING & DEVELOPMENT  
ADMINISTRATOR (1054)**

*An Equal Opportunity Employer*

**SALARY**

\$51,240.00 - \$61,488.00 Annually

**ISSUE DATE:** 09/02/22

**FINAL FILING DATE:** 09/16/22

**THE POSITION**

EXAMINATION IS ANNOUNCED TO ESTABLISH AN EMPLOYMENT LIST TO FILL ONE (1) CURRENT EAST JEFFERSON VACANCY IN THE LIBRARY DEPARTMENT AND FUTURE VACANCIES AS THEY OCCUR.

**KIND OF WORK**

Under direction of the Library Director, plans, develops, manages, and implements strategies for initiatives that positively impact the library's funding base, future plans, facilities, programs, and usage by customers. Supervises and directs a broad array of marketing activities to increase the library's visibility and usage through public and media relations, public speaking, media appearances, websites, advertising, signage, and merchandising. Supervises collection and analyzing of market information and data; determines target audiences for increased library usage; organizes and directs strategic planning and use of surveys to ensure the library is meeting the needs of local residents and businesses. Primary responsibility for development activities, including: grant writing, annual fund and capital campaigns, planned giving, public and private appeals, special events and programs, volunteer coordination, donor file management and tracking, generation of internal and external reports, public communications, and donor recognition. Works directly with the Public Information Office on all publicity-related materials, including: videos, brochures, newsletters, handouts, public service announcements, advertisements, billboards, signage, etc. Position requires driving of a personal vehicle, thus possession of a valid driver's license, acceptable driving record, and personal automobile with minimum liability insurance available for business use (business travel is reimbursed on a mileage basis) will be given preference.

**MINIMUM QUALIFICATIONS FOR ADMISSION TO EXAMINATION**

Meets one of the following two options:

I. Possession of a Bachelor's degree from an accredited college or university, with at least thirty (30) credit hours of coursework in Marketing, Communications, Business, and/or Public Relations; plus, five (5) years of paid work experience in a role responsible for marketing, public relations, event management, or organizing philanthropic/fundraising events, with at least one (1) year of such experience in a supervisory capacity.

**OR**

II. Possession of a Master's degree from an accredited college or university in Marketing, Communications, Business, Public Relations, or a related field of study; plus, three (3) years of paid work experience in a role responsible for marketing, public relations, event management, or organizing philanthropic/fundraising events, with at least one (1) year of such experience in a supervisory capacity.

**KIND OF EXAMINATION** (ENTRANCE AND PROMOTIONAL)

The examination will consist of a written test, a rating of training and experience, an oral interview or any combination thereof deemed necessary to adequately screen and rank applicants. Applicants must supply complete and accurate information concerning their previous training and experience including a detailed description of their work experience, the names and addresses of all previous employers, and the dates of employment. The information is subject to verification. The Personnel Department reserves the right to determine the quality and quantity of education and experience.

**Application Offices**

East Jefferson  
Room 206  
1221 Elmwood Park Blvd  
Jefferson LA 70123  
(504) 736-6364

West Jefferson  
Suite 3100  
200 Derbigny Street  
Gretna LA 70053  
(504) 364-2730

APPLICATIONS MAY BE FILED ONLINE AT:  
<http://www.jeffparish.net/departments/personnel>  
OR

**Either of the office addresses listed above.**

EXAM # 1054L-02A  
ADMINISTRATIVE MANAGEMENT SPECIALIST IV - LIBRARY  
MARKETING & DEVELOPMENT ADMINISTRATOR (1054)