

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 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 - \$14.40 /hr entry, commensurate with qualifications

SUPERVISOR: Director

Applications are available at all BPL branches and at library.beau.org under Who We Are / Employment. Completed applications from qualified individuals will be accepted in person at all BPL branches or via email to hrdept@beau.org. Applications are required; resumes are accepted as supplemental only. Application window closes Dec 20, 2019 5:30 PM.