



**Niles Public
Library District**

Job Description

Job Title: Public Relations & Marketing Services Supervisor
Department: Administration
Reports To: Library Director
Classification: Grade 3
Status: Exempt

JOB SUMMARY

Under the direction and supervision of the Library Director, the Supervisor of Public Relations & Marketing Services plans and implements the Library's publicity and marketing efforts. The work requires considerable professional skill, initiative, and independent judgment. Involves staff training, development, and performance evaluation. Involves planning, developing, and coordinating publicity projects and resources for effective and efficient service to the community

DUTIES AND RESPONSIBILITIES

A. Essential Functions

1. Understands and practices the Mission of the Niles Public Library District (Library).
2. Provides uniformly gracious and friendly service to all internal and external customers.
3. Has working knowledge of Library policies and procedures, with a commitment to carrying them out at all times, while safeguarding confidential and restricted information.
4. Demonstrates a patron-centered attitude.
5. Achieves the level of computer and technological proficiency needed to perform job responsibilities.
6. Works with the Library Director to plan for the needs of the department in the areas of budget, staffing, supplies, equipment and technology.
7. Responsible for the interviewing, hiring, training, supervising, scheduling, disciplining, and evaluating of the Publicity and Graphic Design Coordinator.
8. Coordinates major events.
9. Establishes and maintains relationships with Niles' businesses and organizations for library promotion and marketing purposes.
10. Designs and edits the Library newsletter. Maintains accurate records pertaining to courier routes and changes with postal services. Works with vendor to ensure timely distribution of the newsletter.
11. Works with the Library Director to provide information on Library services and resources to the community.
12. Attends networking, Chamber of Commerce, Friends of the Library and other community meetings and events.
13. Available to work a flexible schedule that includes evenings and weekends.
14. Attends staff meetings, conferences, and educational opportunities as appropriate to the position and within the budget.

B. Secondary Functions

1. Performs other duties as assigned by the Library Director.

REQUIRED KNOWLEDGE, ABILITIES, AND SKILLS

1. Ability to communicate and work effectively (both individually and as a team member) with the public and all levels of Library staff with tact and diplomacy.
2. Ability to work with minimal supervision, making decisions within stated guidelines to solve problems and to produce accurate work on a timely basis.
3. Ability to organize, prepare, and present information in English, both verbally and in written form.
4. Ability to demonstrate basic computer skills using Microsoft Office products.
5. Ability to be flexible and adaptable to new situations.
6. Ability to troubleshoot.
7. Ability to take photographs.
8. Ability to represent the Library in a professional manner.

PHYSICAL DEMANDS

1. Work includes prolonged sitting, as well as repetitive keyboard use, moderate lifting, carrying, reaching, stooping, pulling, and pushing activities. Manual dexterity, clear speech, hearing acuity, and correctable vision are also required.
2. Ability to occasionally lift up to 25 pounds. Ability to occasionally transport/move up to 100 pounds of library materials.
3. Must park in designated areas.
4. Reasonable accommodations to these requirements will be made as needed.

EDUCATION, EXPERIENCE, AND TRAINING

1. Bachelor's Degree, with a major in Public Relations and Journalism preferred.
2. Any combination of education, experience, or training that satisfies the requirements of the position.

ADDITIONAL REQUIREMENTS

1. If not a U.S. citizen, has a valid work permit.

This job description should not be interpreted as all-inclusive or as an employment agreement between the employer and employee. It is intended to identify the essential functions and requirements of this job and is subject to change as the needs of the employer and requirements of the job change. Incumbents may be required to perform job-related responsibilities and tasks other than those stated in this specification. Any essential functions of this position will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.

The Niles Public Library District is an at-will employer. This means that employment can be terminated at-will by the Library or employee and such termination can be made with or without notice.