Town of Oak Bluffs, Massachusetts
Job Description

<table>
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<tr>
<th>Position Title:</th>
<th>Adult Programming/Public Relations Coordinator</th>
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<tr>
<td>Grade Level:</td>
<td>Unit A - 3</td>
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<tr>
<td>Department</td>
<td>Library</td>
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<tr>
<td>Reports to:</td>
<td>Library Director</td>
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<tr>
<td>Date:</td>
<td>7/31/2018</td>
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<tr>
<td>FLSA Status</td>
<td>Non-Exempt</td>
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**Statement of Duties:** The Adult Programming and Public Relations Coordinator is responsible for the development, planning, coordinating, promoting, and executing of library programs and special events as well as synchronizing and maintaining the library's social media presence. The employee is required to perform all similar or related duties.

**Supervision Required:** Under the general direction of the Library Director, the employee plans and carries out the regular work assignments in accordance with standard practices and previous training, with substantial responsibility for determining the sequence and timing of action and substantial independence in planning and organizing the work activities, including determining the work methods. The employee is expected to solve through experienced judgment most problems of detail or unusual situations by adapting methods or interpreting instructions to resolve the particular problem. Instructions for new assignments or special projects usually consist of statements of desired objectives, deadlines and priorities. Technical and policy problems or changes in procedures are discussed with supervisor, but ordinarily the employee plans the work, lays it out and carries it through to completion independently. Work is generally reviewed only for technical adequacy, appropriateness of actions or decisions, and conformance with policy or other requirements; the methods used in arriving at the end result are not usually reviewed in detail.

**Supervisory Responsibility:** The employee may be required to provide direction and guidance to part-time employees and seasonal employees assisting them in completing their assigned work. Employee also performs non-supervisory work that is of the same kind and level as is done by the employee(s) being supervised. Work operations may be subject to substantial cyclic or seasonal fluctuations, or substantial changes in work procedures, volume, or products, which are (or can be) reasonably anticipated and planned for in advance. The employees supervised work at the same location and the same work shift, a few may be dispersed to other locations.

**Confidentiality:** In accordance with the State Public Records law, the employee has regular access to confidential information such as patron records.

**Accountability:** Consequences of errors, missed deadlines or poor judgment may include adverse public relations, monetary loss and delay of library services. Errors generally confined to a single department.

**Judgment:** Numerous standardized practices, procedures, or general instructions govern the work and in some cases, may require additional interpretation. Judgment is needed to locate, select, and apply the most pertinent practice, procedure, regulation, or guideline.

**Complexity:** Work consists of a variety of duties that generally follow established standardized operating practices, procedures, regulations, or guidelines. The sequence of work and/or the procedures followed vary according to the nature of the transaction and/or the information.
involved, or sought, in a particular situation.

**Work Environment:** The work environment involves everyday discomforts typical of a public library setting. Noise or physical surroundings may be distracting, but conditions are generally not unpleasant. Employee may be required to work beyond normal business hours to attend evening meetings, department sponsored special events, or in accordance with the library’s work schedule on weekends.

**Nature and Purpose of Public Contact:** The employee constantly interacts with co-workers, the public and external contacts such as vendors or community groups, school administration, teachers and parents to explain or interpret procedures or guidelines, plan or coordinate work, or resolve problems. More than ordinary courtesy, tact, and diplomacy are required to resolve complaints or deal with uncooperative persons.

**Occupational Risk:** Duties of the job present little potential for injury to the employee. Risk exposure is similar to that found in a public library setting.

**Essential Functions:**
*The essential functions or duties listed below are intended only as illustrations of the various type of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.*

Researches original, innovative programs that would create meaningful engagement at the library.

Responsible for the promotion and outreach of library programs through preparation and distribution of press releases, social media posts, audio visual campaigns and other media outlets or strategies.

Responsible for synchronizing and maintaining the library's public relations program including coordinating the library's social media presence and the administration of designated operating budget funds.

Prepares programming reports as necessary.

Required to prepare and administer an operating budget as well as to identify potential funding sources including the preparation and administration of grants awarded to the department.

Provides circulation desk services and assorted other library services as directed.

Performs special projects as requested by the Library Director.

Represents the library at programs ensuring a positive experience for presenters and attendees.

Coordinates meeting and conference room reservations both for municipal and unaffiliated
Chairs the Library's Art Committee which selects community artists to display work in the Library's meeting room.

Participates in continuing education and attends workshops to keep abreast of latest developments in the library field.

**Recommended Minimum Qualifications:**

**Education and Experience:** Associate's degree or equivalent journeyman's level of trade knowledge; a minimum of one to three (1-3) years related work experience; or any equivalent combination of education, training and experience which provides the required knowledge, skills and abilities to perform the essential functions of the job.

**Special Requirements:** CORI certification is required as a condition of employment.

**Knowledge, Abilities and Skill**

**Knowledge:** Working knowledge of the principles and practices of professional library work and information technology including social media, web sites and the Internet in support of library programs and services; knowledge of the organization and management of library including operations and emerging technologies in support of department operations and services such as the interlibrary loan system and the Internet.

**Abilities:** Ability to work independently with a high degree of accuracy; ability to use a variety of computer software programs as well as print and electronic resources such as on-line databases. Ability to establish and maintain effective working relationships and to deal effectively with disgruntled members of the library. Ability to establish priorities and to complete objectives in a timely manner consistent with library operating procedures and policies. Ability to manage multiple tasks with attention to detail.

**Skill:** Proficient interpersonal, customer service, research, and community outreach skills to interact with adult patrons of all ages; proficient oral, written and graphic design communication skills; excellent organizational and technology skills including audio and video editing.

**Physical and Mental Requirements**

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

**Physical Demands:** The employee is frequently required to arrange meeting room furniture for programs including lifting chairs overhead, lifting tables with assistance and hanging artwork while standing on a ladder. Work effort principally involves sitting to perform work tasks, with
extended periods of bending, walking, kneeling, standing, twisting, and reaching with hands or arms to reach to lift, carry or retrieve library materials or books. The employee is frequently required to lift, push, carry, or pull objects such as books, library equipment, and computer paper.

**Motor Skills:** Duties may involve assignments requiring the application of hand and eye coordination with finger dexterity and motor coordination. Examples include but are not limited to operating a personal computer or climbing a step ladder in order to reach or retrieve books or materials.

**Visual/Auditory Skills:** The employee is required to constantly read documents, personal computer screens and written reports for general understanding and routinely for analytical purposes. The employee must have the auditory ability to listen and comprehend. The employee is not regularly required to determine color differences.

*This job description does not constitute an employment agreement between the employer and employee, and is subject to change by the employer, as the needs of the employer and requirements of the job change.*