

ADULT PROGRAMMER/PUBLIC RELATIONS

Position description:

The Adult Programmer is primarily responsible for planning, marketing, conducting, and facilitating adult programs. He/She assists with One Book One Town programs or other promotions of the organization as well as designs and publishes library's print and eNewsletter.

Required competencies:

- * Familiarity with Library's automated system and internal calendar.
- * Experience with word processing and desktop publishing software (i.e. Publisher, etc.).
- * Ability to define problems and solve them.
- * Awareness of community resources and contacts.
- * Knowledge of library policies and practices.
- * Ability to develop good rapport with staff, library board and members of the community.
- * Knowledge of public relations practices.
- * Detail oriented. Can manage budgets, schedule and organize work, prepare meaningful reports and communicate effectively in written and oral form.

Duties and Responsibilities:

- * Plans a host of ongoing programs while introducing new programs and special events that respond to customer and community demand.
- * Submits marketing materials to media outlets, writes press releases, and maintains press contacts.
- * Prepares in-house publicity and uploads adult events onto Trumbull Library's online calendar.
- * Works closely with Director and Management Team to develop an annual plan of library objectives and activities for community relations based on the library's goals and marketing objectives.
- * Keeps informed of local developments and activities through the local press and maintains contact with as many community groups as possible.
- * Works to expand roster of program presenters.
- * Develops and maintains lists of program attendees for future program mailings and keeps statistics.
- * Designs and publishes bi-monthly library print and eNewsletter.
- * Serves on the One Book One Town planning committee.

Knowledge, Skills and Abilities:

- * Knowledge of graphic design or desktop publishing as well as current graphic design software.
- * Excellent written and verbal communication skills.
- * Organizational ability to handle multiple projects and priorities simultaneously with minimal supervision.
- * Ability to work with diverse staff and public.

Minimum requirements:

Minimum High School diploma or equivalent. Bachelor's degree preferred. At least one (1) year program and/or marketing experience in library, educational or non-profit setting.