



Job Description

Public Relations and Customer Service Specialist

Hourly, Part-time, Paid Time Off Benefited

Principal Role

The Public Relations and Customer Service Specialist assists the Director of the Mississippi County Library System in public relations efforts and offers direction toward excellent, value-added customer service among the six public libraries of the County. The Specialist will meet frequently with the Director to create, manage, and implement PR initiatives and to develop a culture of proactive, superior customer service among the System's libraries. The Specialist is responsible for writing content of the System's biweekly *Shelf Talk* column in the **NEA Town Courier**. Working closely with the Director, the Technology Specialist, and the Assistant Director, this position maintains the System's social media presence and generates ideas for news releases, social media posts, web page content, and photo opportunities which promote the System's events and services.

Essential Duties & Responsibilities

- Utilizes productivity/analysis technologies such as Adobe Creative Cloud, Canva, Facebook Suite, Google My Business, Wix, etc. to create promotional content and track PR effectiveness
- Create and assist Library Managers with resource and program-promoting displays and seasonal decorating
- Create system literature, signage, and other forms of communication
- Create marketing and promotional materials, in both print and electronic formats
- Create and deliver press releases, media relations content, newsletter content, and social media content
- Serve as the System's primary photographer
- Utilize productivity software to create ads for publications, billboards, etc.
- Work with advertisers for timely and useable ad submissions
- Copyedit, proofread, and revise communications
- Maintain an inventory of marketing items (chachkas)

- Participate in library outreach and promotion events/activities as context requires
- Help to clarify the organization's point of view to the public
- Research, promote, and model, valued and effective customer service standards and approaches among the branch managers with input and endorsement from the Director

Qualifications: Education, Experience, Skills

- High school diploma required; post-secondary degree in communications, marketing, or related field highly preferred
- Experience in digital photography and associated software is preferred
- Several years of customer service-related experience
- Demonstrable professional writing skills
- Aptitude and familiarity with e-mail, Adobe and Microsoft Office software, and standard office technologies
- Talent/taste/giftedness for appealing, current, and effective design and aesthetics
- Experience with maintenance of social media presence preferred
- Ability to give and follow instructions and communicate well with others in both verbal and written formats
- Ability to prioritize tasks and work accurately
- Accuracy and attention to detail
- Must be self-motivated and able to work without direct supervision

Physical & Professional Demands

- This is a professional position that demands exemplary, courteous, and polite interactions with the service population and community leadership.
- Maintaining a strong relationship with media representatives in the County is a must.
- Promptness, reliability, and integrity to follow a flexible schedule.
- Performs tasks involving sitting, standing, walking, stooping, long periods of keyboarding, etc.

Availability

This is an hourly, part-time, paid time off-benefited position. Travel among the libraries to cover special events and to lead customer service efforts is required with occasional evening and/or Saturday obligations. The position offers flexible scheduling options as agreed upon with the Director and is offered for 16-24 hours per week. Starting rate: 15.00/hour