

Novato Library Volunteer Public Relations Specialist Job Description

Importance of Position:

Increase public awareness about Library services and programs and assist the Library to expand its community “stakeholders” by presenting its assets clearly through well planned publicity and implementation of social media strategies.

Qualifications:

- Willing to gain an understanding of the Novato Library’s vision and services
- Coursework in communications, journalism, or similar field
- Experience deploying social networking media and Web 2.0 tools in a professional environment
- Strong writing, editing and proofreading skills
- Excellent computer skills including Microsoft Explorer and Word
- Ability to organize and coordinate projects
- Ability to understand and follow oral and written instructions
- Ability to maintain effective working relations with others
- Ability to conduct oneself with tact and courtesy
- Ability to meet established deadlines

Responsible to: Branch Manager

Responsibilities:

1. Creates announcements and press releases for print and electronic media outlets, including newspapers. Sends to appropriate editorial staff in a timely manner and follows up with editors.
2. Evaluates existing and emerging social media tools in the context of the Novato Library’s communication goals for various target audiences.
3. Develops and maintains social media tools as appropriate to achieve those goals, including Facebook, LinkedIn, YouTube, blogs, etc.
4. Writes and proofreads as required.
5. Develops and implements online promotions.
6. Podcast creation (training provided.) Opportunity to assist with video production.
7. Assists with Expos and special events.
8. Review publications and collect published items for quarterly reporting.

Training Provided: Orientation to the library and regular meetings with the branch manager and/or head of reference services to plan activities and provide data and background information. Can provide training on podcasting using Audacity software and ZoomH2 MP3 recorder.

Benefits of Volunteering:

- Assist the library to expand its community stakeholders
- Utilize skills in marketing and public relations
- Make new community and business contacts
- Gain community recognition for professional pro bono work

Time Commitment: Minimum of 36 hours over a 3 month period

Grounds for Termination:

- Failure to carry out assigned responsibilities
- Making library resource commitments without approval

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