



Community Engagement Coordinator

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| Revision Date: | February 2017 |
| Department: | Administration |
| Job Grade: | 8 |
| FLSA Status | Exempt |
| Number Supervised: | FT: 0 PT: 1 |
| Reports To: | Library Director |

General Description

This position is responsible for coordinating and managing the Library's community presence. Responsibilities include: developing connections with individuals and local organizations to promote library expertise and resources; creating and then implementing service plans for community organizations and businesses; external and internal public relations and marketing of library services and programs; and working with donors and the Friends of the Library.

Major Duties and Responsibilities (to include, but not limited to)

1. Coordinates community engagement for the Library, including outreach to local businesses and nonprofits, participation in community events, and serving on local boards and committees.
2. Coordinates with library director, staff, and trustees to provide consistent print and electronic messages in support of services. Coordinates internal (board and staff) and external (newspaper, radio, cable television, posters) publicity efforts to keep staff aware of the message going outside the library. Creates library marketing plan.
3. Responsible for the Library's bi-monthly print and bi-weekly email newsletters, program flyers, digital signage, and other print publications such as bibliographies, bookmarks, fund raising materials and informational brochures related to library services. Works with part-time graphic design staff, interns, or consultants on the design, writing, editing, printing and mailing of all promotional pieces.
4. Serves as the Library's adult volunteer coordinator. Recruits, screens, trains, and monitors adult and court-ordered volunteers.
5. Serves as staff liaison to the Friends of the Library. Recruits and trains Friends book sale volunteers.
6. Coordinates and schedules all displays and exhibits within the library including the display cases throughout the building and the gallery space in the lower level.
7. Serves as communications liaison to the newspapers covering La Grange, and builds a relationship with our local press corps.
8. Sets annual objectives and budget for PR and marketing in line with Library's strategic plan.
9. Supports and advises the library director in public relations matters. Responds to patron comments and suggestions in person or by letter, phone, or email.
10. Prepares reports and attends monthly board meetings and committee meetings as requested.
11. Other duties as assigned.

Contacts Outside of Immediate Department

- All library departments
- Trustees
- Potential donors
- Friends of the Library members and officers
- Volunteers
- Vendors, suppliers, consultants
- Members of the media
- Community groups
- Village employees



Necessary Knowledge, Skills and Abilities

1. Ability to empathize and relate to patrons and community needs; a strong commitment to customer service
2. Ability to meet people easily and to participate effectively in the cultural and intellectual activities of the community
3. Ability to establish partnerships with a wide range of organizations such as neighborhood groups, business associations, social service agencies, and religious institutions.
4. Ability to exercise initiative and make independent decisions
5. Strong computer skills in Adobe Creative Suites
6. Working knowledge of Windows operating system
7. Working knowledge of Microsoft Office applications
8. Ability to learn new technology and communicate this knowledge to staff
9. Ability to communicate effectively in English, both orally and in writing

Qualifications for Appointment

1. Undergraduate degree in Communications, Public Relations, Journalism, or a related field.
2. At least two years work experience in communications with strong background in internal/external communications (media relations, public relations, publications).
3. Must be available evenings and weekends.

Working Conditions

Office environment

Physical Demands

Walking, standing, sitting
Extensive hours of computer use

Other Essential Job Requirements

Must be able to drive, hold a valid driver's license, and have access to reliable transportation.