



Peter White Public Library – Job Description

Communication Coordinator

AFSCME Classification: Non-Supervisory, Support and Programming Staff

Supervisor Title: Library Director

Weekly Hours: 25-28/week

FLSA Status: Non-Exempt

Benefits: PTO and Paid Holidays

Position Purpose:

Develops and implements library communication strategies across multiple platforms, creating content for PWPL's website, print materials, and social media while managing public relations and library messaging to ensure consistent and compelling organizational communication.

Education and/or Experiences Qualifications:

To perform this job successfully, an individual must have the following education and/or experience:

- Bachelor's degree in Journalism, Public Relations, Communications, or related field.
- Excellent written, verbal, and editing skills.
- Proficiency with a variety of content creation and technology tools, including website editing, social media platforms, Microsoft 365, photo editing, and design software.
- Ability to think creatively with strong attention to detail.
- Proven ability to handle confidential information with discretion and sound judgement.
- Strong organizational, time management, and coordination skills, with the ability to manage multiple projects and meet deadlines.
- Ability to work independently with minimal supervision.
- Flexibility to respond to urgent communication needs during evenings and weekends as needed.
- Understanding of the vital role public libraries play in the community and the ability to communicate this effectively.

Position Essential Functions and Responsibilities:

- Works with Library Director to implement and revise PWPL communication strategies.
- Writes and edits compelling content for various channels including PWPL website, press releases, blog articles, newsletters, print documents, and social media posts.
- Creates, schedules, and manages content for social media, engages with online communities, and monitors social media statistics.
- Develops and maintains relationships with media outlets, drafts press releases and responds to media requests.
- Contributes to the development of strategic communication plans including brand awareness, advocacy, and fundraising campaigns.
- Ensures consistent messaging and adherence to brand guidelines across all communication materials. Creates and edits templates for library departments within the brand guidelines.
- Collaborates with library staff to develop communication strategies for library programs, resources, and services within the scope of the PWPL communication plan.
- Manages, troubleshoots, and updates the library's website and serves as administrator on library social media accounts.
- Tracks and reports on key performance indicators to inform communication strategy.
- Serves on workgroups and committees including the library's crisis communication team.
- Coordinates and completes special requests and/or projects as assigned.



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Workplace Cultural Expectations

The Peter White Public Library strives to make its employees feel safe, respected, valued, and trusted. Since employees play a vital role in determining the library's culture, employees are expected to demonstrate a commitment to the following standards:

Workplace Cultural Expectations – (<https://pwpl.info/wp-content/uploads/2021/04/Workplace-Cultural-Expectations-2020.pdf>)

ALA Bill of Rights - (<http://www.ala.org/advocacy/intfreedom/librarybill>)

ALA Code of Ethics - (<http://www.ala.org/tools/ethics>)

Physical Demands

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 essential functions.

- The employee frequently is required to:
 - Stand, walk, and sit
 - Use hands and fingers for repetitive single grasping, fine manipulation, pushing, and pulling.
 - Speak and listen to others
 - See and read; hear and distinguish sounds at various frequencies and volumes
 - Physical strength and dexterity to climb ladders and steps
 - Reach with hands and arms
 - Stoop, kneel, twist, crouch, or crawl
- The employee must be able to lift 70 pounds. Must be able to frequently lift, push, pull, and/or carry objects weighing up to 25 pounds.
- The employee must frequently push, pull, and maneuver full book carts.