

Public Relations Specialist

The Public Relations Specialist will design, write, and edit materials to promote Central Arkansas Library System branches, departments, and services in digital and print media. Duties and responsibilities include managing CALS's social media strategies; generating articles, press releases, and newsletters; designing advertising, direct mail, special printed pieces, and promotional material; generating content for e-newsletters and presentations. The Public Relations Specialist will assist with planning and implementation of library events. Interact with media as required. Other duties as assigned.

DESCRIPTION OF POSITION: The Marketing Specialist will design, write, and edit materials to promote Central Arkansas Library System branches, departments, and services in digital and print media.

ESSENTIAL DUTIES AND RESPONSIBILITIES: 1. Assist with CALS' social media strategies. 2. Facilitate exposure of library events and services to CALS patrons and media outlets. 3. Work with the Community Outreach team to coordinate and develop an editorial calendar. 4. Assist with the implementation of library events. 5. Some graphic design is required. 6. Perform any other related duties as required or assigned.

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty mentioned satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

EDUCATION AND EXPERIENCE: Broad knowledge of such fields as accounting, marketing, business administration, finance, etc. Equivalent to a four-year college degree, plus 2 years related experience and/or training, and 7 to 11 months related management experience, or equivalent combination of education and experience.

COMMUNICATION SKILLS: Ability to effectively communicate information and respond to questions in person-to-person and small group situations with customers, clients, general public and other employees of the organization. Ability to write reports, business correspondence, and policy/procedure manuals; Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

MATHEMATICAL SKILLS: Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to prepare and interpret bar graphs.

CRITICAL THINKING SKILLS: Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, or diagram formats.