

PUBLIC RELATIONS MANAGER

(Range 134)

DEFINITION

Performs professional supervisory, journalistic, and public relations work in researching, preparing, and coordinating the graphics and writing of a comprehensive public relations, advertising, marketing, and information program public information, publicity, and news for the Library District.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Executive Director.

Exercises general supervision over Public Relations Department staff.

ESSENTIAL AND MARGINAL FUNCTIONS--Essential and marginal functions and responsibilities may include, but are not limited to the following:

Essential Functions:

1. Ensures the efficient operation of the Public Relations Department.
2. Assists with the planning and implementation of the Library District's public relations strategies.
3. Designs and directs public relations efforts toward the community in order to achieve established marketing goals with significant emphasis on media and external relations.
4. Plans and coordinates publications and graphics functions to provide appropriate promotion and awareness of Library district products, services, and programs.
5. Coordinates as well as writes and edits accurate, meaningful, and readable copy for newsletters, pamphlets, public service announcements, and other assigned formats for the purpose of promoting the Library District.
6. Performs layout creation for special publications.
7. Serves on the Library District's Executive Steering Committee.
8. Advises the Library District's Executive Steering Committee on current projects and activities, and the potential public relations effects of proposed policies and actions.
9. Resolves a wide range of routine and non-routine personnel issues and difficult situations.
10. Exercises decision making skills.
11. Advises management on Public Relations projects and activities.
12. Participates on interview panels and selects staff for the Public Relations Department.
13. Directs and supervises subordinate staff including scheduling, training, working with staff to correct deficiencies, disciplining, and completing performance evaluations.

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14. Works with Public Relations staff to coordinate a variety of activities designed to promote patronage of the Library District.
15. Maintains adherence to Public Relations Department budget in accordance with established management objectives.
16. Fields and directs responses to media related inquiries.
17. Develops operational goals and objectives for the Public Relations Department.
18. Prepares and submits memoranda and reports to the Executive Director and Library District staff and management regarding Public Relations Department activities.
19. Conducts research, procedural, and administrative studies and prepares reports, recommending solutions or courses of action.
20. Develops, interprets, and implements Library District and Public Relations Department policies and procedures.
21. Ensures compliance of all pertinent Federal, State, and Local laws, regulations, and ordinances as well as all Library District policies and procedures.
22. Develops positive and beneficial contacts and relationships with media representatives to create opportunities for keeping the Library District and its services in front of the public.
23. Interacts extensively in person, over the telephone, and via e-mail with Library District staff and management, outside agencies, vendors, and patrons.
24. Maintains current knowledge of various aspects of written and graphic production.
25. Stays abreast of new trends and innovations in the field of public relations.
26. Responds to inquiries and complaints in a courteous and timely manner.
27. Attends or conducts staff, Board, and other miscellaneous meetings.
28. Utilizes personal computers, the Internet, and e-mail.
29. Operates office equipment including but not limited to: copy machine, telephone, and facsimile machine.
30. Operates a wide variety of modern publications equipment and software applications.
31. Maintains a safe environment for both patrons and staff.

Marginal Functions:

1. Participates in committee work and chairs committees when needed.
2. May assist staff and management with preparation of articles for publication regarding the Library District.
3. Attends and participates in professional association meetings and seminars.

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4. Performs related duties and responsibilities as required.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

1. Research techniques, sources, media requirements, and availability of information.
2. Current literature, trends, and developments in the field of Public Relations.
3. Methods, materials, and techniques used in graphic design, illustration, layout, and photography.
4. Current trends in desktop publishing.
5. Journalistic practices, principles, and techniques in composing and editing writing and graphics of publicity materials.
6. Effective supervisory principles and techniques.
7. Library District, Branch, and Department policies and procedures.
8. Library District terminology and functions.
9. Correct English usage, spelling, punctuation, and grammar.

Ability to:

1. Exercise sound judgment and make independent decisions.
2. Supervise and direct the work of subordinate staff.
3. Accept and manage change and maintain flexibility.
4. Work quickly and accurately.
5. Work independently and as part of a team.
6. Maintain effective working relationships with those contacted during the course of work.
7. Plan, organize, coordinate, and edit work and projects for efficient results and accuracy.
8. Understand and follow oral and written instructions.
9. Communicate clearly and concisely, both orally and in writing.
10. Maintain the mental capacity for effective interaction and communication with others.
11. Maintain the physical condition appropriate to the performance of assigned duties and responsibilities which may include:

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- standing, walking, or sitting for extended periods of time;
- bending, reaching, stooping, and pushing;
- lifting and carrying;
- operating assigned equipment.

12. Maintain effective auditory and visual perception needed for:

- making observations;
- communicating with others;
- reading and writing;
- operating assigned equipment.

Skilled in:

1. Use of graphic design equipment.
2. Use of personal computers and associated software programs related to production of publicity and information materials.
3. Use of library and general office equipment.

QUALIFICATIONS

Training and Experience:

Master's Degree in journalism, English, communications or a closely related field required; five (5) years of progressively responsible professional experience in a communications field that included the demonstrated abilities to: manage professional and para-professional staff; develop, implement and coordinate a wide range of public relations programs; and work as a member of a senior management team required, three (3) of which shall include considerable computer and software experience in writing, and editing public relations media and communications; two (2) years of current or past supervisory experience required; or an equivalent combination of training, education, and experience.

Physical Requirements:

Essential and marginal functions may require maintaining a physical condition necessary for standing and walking, or frequent light lifting (5 - 10 pounds); occasional moderate lifting (12 - 20 pounds); occasional bending, stooping, reaching, and pushing; minimal dexterity in the use of fingers, limbs, or body in the operation of shop or office equipment; and working on a keyboard, sitting, or standing, for extended periods of time.

Tasks require sound perception, depth perception, color perception, texture perception, visual perception, and oral communications ability.

Environmental Requirements:

LAS VEGAS - CLARK COUNTY LIBRARY DISTRICT

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Tasks are performed with infrequent exposure to adverse environmental conditions.

License, Certificate, or Special Requirements:

Possess, or have the ability to obtain, a valid Nevada Driver's License at the time of hire.

FLSA: EXEMPT
CBA: NONE
DEVELOPED: APRIL 4, 2001
REVISED: JULY 2, 2003