



ISSUED BY: SCLSNJ Human Resources Department
SUBMIT APPLICATION MATERIALS TO: jobs@sclibnj.org

ISSUE DATE: May 15, 2017

BRANCH / DEPARTMENT	JOB #	POSITION DESCRIPTION	GRADE	PAY RATE HRS/ WK	POSTING DEADLINE
Administration Marketing & Public Relations	2017-24	<p><u>Public Relations Outreach Coordinator</u> <i>Duties include:</i> Provides accurate and engaging information about SCLSNJ services, programs, promotions, events, etc.; coordinates and makes decisions and/or recommendations regarding communication actions and messaging; researches and prepares promotional materials for print and/or web-based press outlets; creates and assists with social media messaging; prepares textual support for collateral materials; edits and proofreads content prepared by self and others prior to publishing; creates and formats email campaigns for target audiences; provides support for press contacts; manages day-to-day workflow in the absence of the Director; interacts with press and community members to share information and respond to inquiries; represents SCLSNJ at local, State, and/or regional events as needed; assists with planning, coordinating and attending special events; develops and assists with staff training related to marketing resources; works with branch and/or system departments to assist with internal and external content; serves as a selection team member on hiring committees; participates in professional development activities including system committee and task force work and in-service opportunities; works on special projects as needed or assigned by supervisors</p> <p><i>Requirements:</i> Bachelor's Degree, 4+ years progressively responsible experience working in public relations or communications related fields, or any equivalent combination of education, training and experience which provides the necessary knowledge, skills and abilities; exceptional writing skills using AP stylebook rules; interpersonal skills – ability to work and interact effectively with others in a positive manner, as well as work under pressure and/or manage stressful situations with courtesy and tact; customer service skills – ability to provide exceptional service to internal and external customers; exceptional oral and written English communications skills; technical skills – ability to use the Internet, email, office applications, as well as other library related programs; ability to learn new technologies as required; ability to operate a personal computer and keyboard, projectors, printers, and other office equipment; ability to manage multiple projects and meet deadlines; reliable transportation to attend training, meetings, or other work assignments at other branches or off-site locations as required; ability to respond to or handle emergency situations effectively as the in-charge person or in cooperation with the in-charge person; ability to sit, walk, and stand for extended periods of time; frequent bending, reaching, and stooping; ability to move hand trucks with marketing materials weighing up to 100 lbs. for use at special events; manual dexterity to handle materials, software, and a variety of other media formats; ability to retrieve (or place) materials weighing up to 5 pounds from (or onto) shelves at floor level and as high as 80 inches.</p> <p><i>Work schedule will include:</i> daytime hours; some evenings/weekends for special events; occasional after hours work from home. Schedule is subject to change as needed.</p>	10	Annual Salary: \$40,346 (paid semi-monthly) 35 hours/week Full-time Non-exempt	6/30/2017