



Position: Program & Marketing Outreach Coordinator

General Purpose:

Provide library programming for patrons of all ages. Collaborate and communicate with library staff and community members to deliver enriching and fun programs for Prescott Public Library.

Nature of Work:

Work is performed under the general administrative direction of the Library Director and is reviewed through conferences, reports and the efficiency of services provided. The Program and Marketing Outreach Coordinator prepares and conducts programs and publicizes library services and programs inside and outside the library, as well as other duties related to creating and maintaining good public relations.

Duties and Responsibilities:

- Plan, perform and evaluate adult and youth programming for the community.
- Design and implement promotional displays to market library programs and services through a variety of media.
- Maintenance of library's website and social media channels.
- Schedule and provide visits to area schools, senior centers, and daycares while coordinating outreach programs with agencies being served.
- Engage in fundraising opportunities to supplement programming.
- Supervises groups of children as part of library programs. Responsible to train, assign, and check the work of teen volunteers.
- Report on programming activities to director and staff in writing and at meetings.

Knowledge, Skills and Abilities:

- Ability to maintain confidentiality and use appropriate judgment in handling information and records.
- Familiarity with authors, books and library materials and services.
- Ability to use the MORE System.
- Familiarity of popular social media platforms.
- Ability to proficiently use Microsoft Office and Google Workspace applications.
- Great interpersonal skills and ability to maintain and foster cooperative and courteous working relationships with the public, co-workers, supervisor and the media.

Physical Demands and Working Conditions:

- Keyboarding, writing, filing, sorting, shelving, and processing.
- Some physical demands during storytime include but are not limited to: dancing, jumping, hopping and sitting on floor with children as warranted.

- Other physical demands: pushing/pulling book carts of 50-100 pounds, lifting/carrying 50 pounds or less.
- Majority of work performed in general office/library environment.
- Requires willingness and ability to work flexible hours to meet the demands of programming, which includes days, evenings and some Saturdays.
- Requires periodic participation and attendance at events and training.
- Occasional travel to workshops out of the immediate area may be required.

Qualifications:

- High school diploma or equivalent is required. A Bachelor's degree preferred. At least one year of library experience or comparable skills and responsibilities preferred.
- Programming or storytelling experience preferred.
- Experience working with children, caregivers and people of all ages.
- Marketing and outreach experience preferred.

This position description is not intended to be a complete list of all responsibilities, skills or working conditions associated with this position and is subject to review and change at any time in accordance with the needs of the Prescott Public Library. Reasonable accommodations may be made to enable someone with a qualifying disability to perform the essential functions of the position.