

NEVADA COUNTY LIBRARY

Volunteer Public Relations Specialist

Job Description

Importance of Position: Increase public awareness about Library services and assist the Library to expand its community “stakeholders,” by presenting its assets clearly through well designed promotional materials, and development of an overall publicity campaign plan.

Qualifications:

- Willing to gain an understanding of Nevada County Library’s vision and services
- Demonstrated success in graphic design, as well as development of publicity campaigns and promotional materials.

Responsible To: County Librarian

Responsibilities:

1. Assist in identifying key message strategies.
2. Create template designs for library promotional brochures, posters & flyers.
3. Develop a list of local media personnel with whom the Library should maintain contact.
4. Assist in developing a publicity campaign plan that will enable the library to achieve its public relations objectives.

Training Provided: Orientation to the library and regular meetings with the County Librarian to plan activities, monitor progress and provide data, background information and problem-solving support.

Benefits of Volunteering:

- Assist the Library to expand its community “stakeholders.”
- Utilize skills in marketing and public relations.
- Make new community contacts.
- Gain community recognition for professional pro bono work.

Time Commitment: 30 hours over a 4 month period

Grounds for Termination:

- Failure to carry out assigned responsibilities.
- Making library resource commitments without approval.

Contact Person: Francisco Pinneli, County Librarian (265-1539)

Date Revised: 6/97