Position Title	**LIBRARY PUBLIC RELATIONS SUPERVISOR**	Department	Library
Subject to Recall	No	Shift Work	No, but hours may include evenings and weekends
Residency Requirement	None	FLSA Status/ Union Status	Exempt/ Non-Union
Supervision Received	Under general direction from Library Director	Supervision Exercised	Exercises direct supervision over Public Relations Assistant. May act as building supervisor.

DESCRIPTION OF WORK

You are a natural organizer and storyteller, passionate about spreading the mission of the library and driving attendance at events, expanding donor and partner relationships, and increasing the importance of the library in the mind of the community.

EDUCATION AND EXPERIENCE

You have:

- Bachelor's degree and one year of experience in public relations or equivalent combination. Experience in a public library preferred.

ESSENTIAL FUNCTIONS OF POSITION

- You proudly act as a supervisor for library employees, including the selection, hiring, training, reviewing, coaching, and mentoring of staff. You work hard to ensure staff are competent in their roles as library employees and representatives of the City of Hastings.
- You are happy to be the go-to person for department issues as they arise, communicating priorities to staff and being the person in charge. You understand that when the pressure is on, we all work together, and you enjoy being part of the team – whether that means working on the floor or checking in materials after a holiday.
- You have an eye for design and detail and can develop and implement a consistent public relations strategy for the library including all printed materials, web and social media outlets and electronic communications. This includes writing, designing, producing, and arranging for distribution of promotional materials for general and targeted markets including brochures, newsletters, flyers, bookmarks, posters, print ads, press releases, event materials and social media posts.
- You build effective relationships with media contacts and serve as a liaison between the media and library and City staff, including the Public Information Manager, coordinating interviews, talking points, advertising and other resources as needed to ensure consistency and accuracy in messaging.
- You are a champion of the library's values and coordinate with other community organizations to ensure the library is represented throughout the community all year long.
- You build and nurture partnerships throughout your community so you can guide your outreach team to deliver deeply impactful, targeted programming and services.
- You lead and inspire a creative team to amplify the library's voice, designing data-driven and inclusive campaigns that connect diverse communities to our vital resources, programs, and services.

ADDITIONAL EXAMPLES OF WORK PERFORMED

- You serve as a backup for staff as building supervisor solving difficult situations and extensive research needs.

- You proudly represent and advocate for the library in a professional, enthusiastic manner. This includes but is not limited to appearances and interviews for media, presentations for organizations and conferences, and general behavior in correspondence and social media.
- You may research and write grants for your programs and services as needed or desired.
- You have great ideas and visualize the big picture and may serve as a member of various City of Hastings employee committees.

REQUIRED KNOWLEDGE AND ABILITIES

General knowledge of computers; of principles and processes for providing quality customer service; of modern office procedures, systems, and equipment; and of basic mathematical principles.
Excellent communication skills and organizational skills.
Ability to assist in the development of short- and long-term plans and objectives.
Maintains knowledge of standard library principles and practices, concepts of freedom of speech, intellectual freedom, copyright, collection development, patron confidentiality, censorship, and other library ethical issues.
Ability to maintain confidential information; ability to establish and maintain effective working relationships with coworkers and the public; ability to operate the listed tools and equipment; ability to carry out assigned projects to their completion; ability to understand and follow instructions.

EQUIPMENT/JOB LOCATION

Proficiency in the use and operation of equipment including, but not limited to, the following:
Computer, printer, multi-line telephone system, copy machine.
Various library-related equipment such as e-readers, barcode scanners, RFID equipment, microfilm viewer, etc.
Makerspace equipment including heat press, 3D printers, laser cutter, embroidery machines and Cricut.
May be assigned to work in a Bookmobile vehicle.
May be assigned to work in PixLab makerspace.

Primary work location

The majority of work is performed in the library building with occasional locations away from the library, including community events.
Physical exertion may be required to lift office supplies and library materials from overhead and from the floor.
The noise level in the work environment is usually quiet but may be elevated to moderate.

ENVIRONMENTAL CONDITIONS

Exposure to:	Occasionally (1%-33%)	Frequently (34%-66%)	Constantly (67%-100%)
Acidic, harsh or oily substances	X		
Blood-borne pathogens	X		
Chemicals/hazardous waste	X		
Contaminants (pollutants, gases, dust or odors)	X		
Electrical hazards	X		
Fumes or airborne particles	X		
Outside weather conditions	X		
Regular use of or subject to:			
Computers/Monitors			X
Confined spaces	X		
Moving mechanical parts	X		

PHYSICAL REQUIREMENTS

Task	Occasionally (1%-33%)	Frequently (34%-66%)	Constantly (67%-100%)
Standing	X	X	
Walking	X	X	

Sitting			X
Change of Position	X		
Reaching (extended hands/arm)	X		
Handling (hold, grasp, seize, turn)	X		
Fingering (pinch/Pick)		X	
Feeling (perceive attributes of objects)	X		
Crouching/Squatting (bend legs/spine)	X		
Balancing	X		
Stooping (bend at waist)	X		
Kneeling	X		
Climbing (stairs/ladders)	X		
Hearing		X	
Near Vision			X
Far Vision	X		

MACHINE CONTROL OPERATION

Task	Occasional (1%-33%)	Frequently (34%-66%)	Constantly (67%-100%)
Arm/Hand		X	
Simple Grasp (grasp lightly)		X	
Fine Manipulation		X	

LIFTING

Task	Occasionally (1%-33%)	Frequently (34%-66%)	Constantly (67%-100%)
Lifting/Lowering	X 0-20 lbs		
Carrying	X 0-20 lbs		
Pushing/Pulling (force exerted)	X 0-20 lbs		

Light Work – Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently. Requires walking or standing to a significant degree; or requires sitting most of the time but entails pushing and/or pulling of arm or leg controls.