

# Marketing & Public Relations Specialist

Public Relations - Warren, Ohio

The Warren-Trumbull County Public Library is seeking a customer and team-oriented candidate for **part-time Marketing & Public Relations Specialist** for the Marketing & Public Relations Department. This position will assist in developing and implementing strategies to connect the W-TCPL with the community and to promote library events and services.

## ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Assists with conveying a consistent and engaging library message across multiple platforms, including internal and external printed materials, social media, and digital communications.
  - Assists with content updates and maintains an online calendar of events on the library website; posts library events to online community calendars.
  - Assists the Marketing & PR Manager with developing content to enhance the library presence on social media.
  - Writes, edits, and proofreads stories about library news, events, and services and other communications as assigned, including for a staff newsletter, community newsletters, and press releases.
- Assists with community awareness and engagement by collaborating with library staff for outreach and marketing opportunities.
  - Ensures staff have materials and items needed for outreach events, including brand promotional items.
  - Represents the library publicly at meetings and other activities as assigned.
  - Assists with planning and attending special events and system-wide events.
  - Maintains promotional displays and materials and assists with library signage needs, including digital displays.
  - Photographing/videotaping as assigned.
- Performs routine clerical tasks including copying, folding, laminating, mailings; distribute marketing and public relations materials.

## QUALIFICATIONS:

Bachelor's degree in Marketing, Communications, Public Relations, or a related field. Two years marketing, communications, or public relations work experience preferred. Excellent written and verbal communication skills; outstanding organizational skills. Strong computer and information technology skills required, including proficiency with Windows and Microsoft Office Suite. Familiarity with Publisher and PowerPoint. Experience with WordPress or another website content management software and graphic programs including Adobe Creative Suite a plus. Valid driver's license.

Please refer to the Core Competencies for Library Staff on the library's website, [www.wtcpl.org](http://www.wtcpl.org).

This is a **part-time position**, scheduled for **25 hours/week**. **\$18.18 hourly starting**.

## HOW TO APPLY

Apply online directly through the Library's careers website, <https://wtcpl.bamboohr.com/jobs/>.

**Applications will be accepted until position is filled.**