

**OUTREACH COORDINATOR POSITION**

**SALARY: \$15.00/HOUR**

**APPLICATION DEADLINE: APRIL 15, 2021**

**An exam for this title will be held at a future date. Appointments will be provisional prior to receiving exam results. Applicants will receive notification.**

**VACANCY:** One (1) vacancy for a PART TIME Outreach Coordinator at the Village of Interlaken Public Library.

**TYPICAL WORK ACTIVITIES:**

- Creates communications, writes press releases, acts as a liaison to media to facilitate Library interviews and publicity;
- Identifies communication needs and develops and implements strategies to meet them;
- Edits the content, appearance, usability, and efficiency of external communications for the Library in order to insure the desired message and image is presented;
- Assists with design and edits the content of publicity campaigns, including the newsletter, reports to the community and strategic plan;
- Creates and maintains an annual schedule for communications activities utilizing tools such as a central calendar of all library events and programs in order to ensure a planned approach and enable staff to implement best practices for Library communications and public relations;
- Confers with the Library Director to determine appropriate promotional activities schedule and successful promotional plan;
- Confers with the professional staff, Library Director and appropriate trustee committees about the library and recommends strategies to best communicate information about the library;
- Monitors community opinion about the library and its activities;
- Provides advice and guidance regarding effective public relations strategies which address public opinion issues;
- Responsible for monthly statistics for social media and other relevant outlets;
- Coordinates the dissemination of all library publicity using appropriate media.

**MINIMUM QUALIFICATIONS:**

- A. Possession of a Bachelor's degree from a regionally accredited or New York State registered college in liberal arts or social sciences **AND** one (1) year of full-time paid (or the equivalent part-time) experience in public programming, or marketing, or events planning or media communications; **OR**
- B. Possession of Associate's degree from accredited two-year college **AND** two (2) years of full-time paid (or the equivalent part-time) experience as described in (A); **OR**
- C. Graduation from high school or possession of a high school equivalency diploma and four (4) years of experience as described in (A); **OR**

- D. Any combination of training and experience equal to or greater than that specified in (A), (B) and (C) above.

NOTE: Verifiable part-time and/or volunteer experience will be pro-rated towards meeting full-time experience requirements.

Seneca County is committed to Equity and Inclusion. We encourage others with similar values to apply.

**APPLICATION PROCEDURE:**

Please apply online <https://seneca-portal.mycivilservice.com/jobopps> . Only applications submitted on the Seneca County portal will be reviewed.