

Position Available – PUBLIC INFORMATION SPECIALIST
2/12/2020

This is a provisional Civil Service position, which requires a Civil Service exam before permanent appointment.

General Statement of Duties:

Under the direction of the Public Information Officer, this position is focused on coordinating and crafting the library's social media outreach, coordinating information on the website and assisting with digital content creation, and assisting with other promotion and information dissemination efforts as a member of the Public Relations Department.

Job Description: Create content for social media channels and library website to share information; write and edit information about library for website and mobile app; monitor and report on results using analytic tools and make ongoing improvements; engage library users and target potential customers through social media outreach using interactive methods; promote initiatives and maintain library brand; assist in creation of digital content to promote the library on social media and website; collect and analyze social media and website statistics; make recommendations on how to refine messages and dissemination methods; work closely with Public Information Officer to develop digital and social media content to achieve library's strategic priorities; and assist Public Information Officer with other promotion and information dissemination efforts as needed.

Required Skills and Abilities: Working knowledge of principles, techniques, and tools used in public relations, marketing, journalism, communications, and social media outreach; working knowledge of computer software and applications (Microsoft Office, Adobe Suite, WordPress, and other web/content creation/social media platforms); working knowledge of desktop publishing, layout, and graphic design for publications and images; skill in writing and editing communications and marketing materials; ability to communicate effectively in a variety of formats; ability to perform independently and as a team member; and good organizational and customer service skills, attention to detail, and awareness of current library trends.

Minimum Qualifications:

- (A) Graduation from a regionally accredited or NYS registered college or university accredited by the NYS Board of Regents to grant degrees with a Bachelor's Degree in journalism, English, or communications and three years full-time paid experience (or its part-time equivalent) in communications, media, public relations, marketing, or a closely related field; **OR**
- (B) Graduation from a regionally accredited or NYS registered college or university accredited by the NYS Board of Regents to grant degrees with an Associate's Degree in journalism, English, or communications and five years full-time paid experience (or its part-time equivalent) in communications, media, public relations, marketing, or a closely related field; **OR**
- (C) Any equivalent combination of training and experience as defined by the limits of (A) and (B) above.

Work Schedule: Monday – Friday, 9:00 am – 5:00 pm, with occasional evening/weekend hours.
Total of 37.50 hours per week.

Supervisor: Public Information Officer

Salary: \$43,408 with a generous benefit package

Deadline: **Application review to begin on March 2, 2020**

Apply to: Marjorie Reinhart, Human Resources & Finance Manager
161 Washington Avenue
Albany, NY 12210
reinhartm@albanypubliclibrary.org

And, please include:

- Cover letter
- Resume
- Three professional references
- Three writing samples
- Three design/image/publication samples

Albany Public Library is an AA/EO institution and is strongly and actively committed to increasing diversity within its organization.