



## VACANCY ANNOUNCEMENT

*Open to all qualified current staff  
and external applicants*

# PUBLIC RELATIONS & MARKETING MANAGER LIBRARY 21c

(40 hours per week, exempt)

Position #231654001

- DATE POSTED:** June 27, 2022
- PRIMARY LOCATION:** 1175 Chapel Hills Dr., Colorado Springs, CO 80920
- STARTING WAGE:** **\$25.75** per hour + full benefits (for benefits information, please see: <http://ppld.org/jobs/benefits>)
- POSITION HOURS:** 40 hours per week per the following schedule:

**Monday – Friday 8 a.m. – 5 p.m.**  
**Early mornings, evenings and weekends required on occasion.**

**Note:** Regular schedule may be subject to minor changes due to required meetings, training events, etc. Also, management may require modifications to a position's schedule, days, times and locations at any time as the needs of the Library District change.

### APPLICATION PROCEDURE:

1. Complete a PPLD online application located at [ppld.org](http://ppld.org) on/Jobs the Application tab
2. Attachments should be submitted in the following file types: .doc, .docx, .xls, .xlsx, .pdf, .htm
3. **Requires resume and cover letter**
4. **Application must include, two sample press releases, two social media posts for FB, IG, Twitter (each), resume, and cover letter at minimum.**
5. If you require an accommodation to complete your job application, please contact the Human Resources Office at (719) 531-6333, Ext. 6380

**CLOSING DATE: Open until filled.** Preference will be given to applications received by **July 11, 2022** at 9:59 p.m. MDT.

### CONDITIONS OF EMPLOYMENT:

All selected candidates...

- are required to complete a Department of Homeland Security I-9 Form at the time of hire and must be able to provide acceptable documentation in order to verify his/her legal right to be employed in the U.S. (pursuant to the Immigration Reform and Control Act of 1986). Pikes Peak Library District participates in E-Verify.
- are subject to a full reference and background investigation including verification of identification (including verification of Social Security number using USCIS E-verify), education, former employment, and criminal history.
- may be uniformly tested for job-related skills and required physical abilities.
- may be required to undergo a physical examination *after* a job offer is extended in order to ensure that the job's physical requirements are met.
- must understand and comply with PPLD's drug-free workplace policy.
- understand and agree that they have been hired at the will of the employer and that employment may be terminated at any time, with or without reason, and with or without notice.

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As an **Equal Opportunity Employer**, Pikes Peak Library District does not discriminate on the basis of race, color, religion, sex, age, national origin, disability, pregnancy, sexual orientation including gender orientation, genetic information, military status, or any other status protected by law or regulation. It is our intention that all qualified applicants are given equal opportunity and that selection decisions be based on job-related factors. The library reserves the right to hire more than one person per advertised vacancy.

**EOE**

## **PR & MARKETING MANAGER (Contd...)**

**Position Summary** Support the mission of Pikes Peak Library District by overseeing the execution of public relations and marketing activities under the direction of the Director of Public Relations & Marketing to expand the community's awareness, understanding, and use of Library services, resources, and spaces. This includes media relations, social media, email marketing, copywriting, and promotions.

### **Essential Functions**

*Functions listed are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.*

- Serve as a promotional spokesperson and day-to-day media contact for Library District; coordinate promotional media opportunities, cultivate relationships, maintain lists, and prepare staff for promotional interviews.
- Coordinate District-wide social media, email marketing and notices, website promotion, text messaging, and other online channels.
- Handle copywriting, editing, and posting of content like press releases, email newsletters, web pages, social media posts, news articles, PSAs, and other assigned projects.
- Support development and execution of PR and marketing strategies for select, smaller-scale Library programs and initiatives, including promotion plans, content creation, and earned media.
- Assist with development and execution of marketing strategies and plans for premier Library programs and initiatives, along with District-wide promotional campaigns, public events, and other related activities.
- Monitor and track metrics and key performance indicators like news coverage and social media; provide monthly data and highlights.
- Support development and execution of District's brand and reputation management, as well as issues and crisis communications management, including communication for closures and delays.
- Serve as backup for other marketing team members when needed.

### **Additional Duties and Responsibilities**

*Duties are considered non-essential and include the following:*

- Keep informed about Library and department information; maintain active knowledge of current activities and strategic initiatives across District.
- Stay current on industry trends, current events, and community news.
- Assist in managing monthly digital marketing budget.
- Supervise Communications intern and/or volunteer.
- Help identify and coordinate opportunities for public recognition at local levels.
- Represent PPLD at local events and meetings, as well as participate in community presentations and other speaking engagement opportunities, on occasion.
- Participate in special projects or teams as assigned.
- Engage in professional development and educational opportunities via participation in community and professional organizations, as well as internal committees and teams.
- Attend regular department meetings and scheduled all-staff meetings, in addition to special events and other meetings as needed.
- Perform other job-related duties as requested or assigned.

## **PR & MARKETING MANAGER (Contd...)**

### **Required Knowledge, Skills, and Abilities**

*The employee is expected to perform or possess the following:*

- Thorough knowledge of PPLD's policies and procedures, with ability to follow them and communicate them to internal and external stakeholders.
- Ability to act as a spokesperson and ambassador of PPLD by promoting its mission to the public; maintain courteous, positive image of Library District.
- Understanding of Library services and departmental guidelines, standards, and priorities.
- Adept knowledge of best practices for public relations and marketing, along with brand and reputation management.
- Exhibits sound judgment and professional demeanor in all situations; thinks and acts appropriately under pressure.
- Known for superb customer service and collaboration; exhibits excellent oral, written, and interpersonal communication skills with ability to cultivate and maintain effective relationships.
- Demonstrates strong project and time management skills with results-driven mindset.
- Ability to be responsive, adaptable, and supportive team player who values working in diverse environments with people of various backgrounds, perspectives, and cultures.
- Exhibits proficiency in using AP style writing, along with application software and other platforms like Microsoft Office Suite and 365, media monitoring, website and social media management (including basic HTML), email marketing, project management, and standard office equipment.
- Ability to work a flexible schedule when needed; occasional early mornings, evenings, and weekend hours may be necessary for closures and delays, events, and other Library-related activities.
- Demonstrates excellent oral, written, and interpersonal communication skills; comfortable working with people of various backgrounds, perspectives, and cultures with an ability to cultivate and maintain effective relationships.

### **Education and Experience:**

1. Requires a minimum of 4 years of professional experience in public relations and/or marketing, with a proven track record of serving as an organizational spokesperson and executing PR, social media, and other marketing activities with success.
2. Requires a Bachelor's degree in communications, marketing, journalism, or related field, which can be substituted by a minimum of 6 years of relevant professional experience.
3. Bilingual ability in Spanish and English is preferred in serving a diverse community.
4. Experience working with public information in a library or nonprofit setting is preferred.
5. Must have access to reliable transportation for frequent local travel.

**Application must include two sample press releases, two social media posts for FB, IG, Twitter (each), resume, and cover letter at minimum.**

### **Physical and Environmental Conditions:**

Work is primarily conducted in an office setting that provides comfortable lighting, temperature, and air conditions. The position requires the ability to sit and use a computer or standard office equipment for extended periods. It also requires local travel, as well as the ability to occasionally lift up to 25 pounds. May be able to make accommodations.

Work environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices or meeting rooms, e.g. use of safe work place practices with office equipment, and/or avoidance of trips and falls and observance of fire regulations.