

SOCIAL MEDIA & PUBLIC RELATIONS MANAGER

Library 21c

40 hours per week, non-exempt | Position #400000353

Open to all qualified current staff and external applicants

Date Posted: February 02, 2026

Location: 1175 Chapel Hills Dr., Colorado Springs, CO 80920

Starting Wage: \$26.09 per hour - \$32.87 per hour + full benefits
(for benefits information, please see ppld.org/careers/benefits)

Position Hours: 40 hours per week per the following schedule:

**Monday - Friday : 8 a.m. - 5 p.m.
Evenings and weekends as required.**

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/Jobs at the Application Tab. If It is an internal only job posting, please log In to ESS to fill the application.
2. Attachments should be submitted online in the following file types: .doc, .docx, .xls, .xlsx, .pdf, .htm
3. **Requires resume and cover letter. Applications will not be considered without a resume and cover letter. Requires writing samples and social media post examples.**
4. If you require an accommodation to complete your job application, please contact the Human Resources Office at (719) 531 - 6333, ext. 6380 or send an email to sgollapalli@ppld.org

Closing Date: This position is open until February 16, 2026, at 9:59 p.m. MST.

EOE: 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 expression, 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.

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Position Summary

Support the mission of Pikes Peak Library District by managing social media, public relations, and marketing activities under the direction of the Director of PR, Marketing & Promotions to expand the community's awareness, understanding, and use of Library services, resources, and spaces.

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.

- Coordinates Districtwide social media strategies, to include reels and posts that promote the Library's mission and its programs; write email marketing newsletters and press releases; provide content to the website, text messages, and other online channels.
- Serves as a promotional spokesperson and day-to-day media contact for the Library District; coordinates promotional media opportunities, cultivate relationships, maintain lists, and prepare employees for promotional interviews.
- Handles writing, editing, and posting content, including social media content, press releases, email newsletters, web pages, news articles, Districtwide publications, and other assigned communications and content.
- Supports development and execution of PR and marketing strategies for select, smaller-scale Library programs and initiatives, including promotion plans, content creation, and earned media.
- Assists with development and execution of marketing strategies and plans for premier Library programs and initiatives, along with Districtwide promotional campaigns, public events, and other related activities.
- Monitors and tracks metrics and key performance indicators like news coverage and social media engagement; provide monthly data and highlights.
- Supports development and execution of District's brand and reputation management, as well as issues and crisis communications management, including communication for closures and delays.
- Serves as a backup for other marketing team members when needed.
- Serves as a lead member of the proofing team, reviewing all content before it is made public, while maintaining sole responsibility for some content.
- Works on 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.
- Appears on local and state media to represent PPLD as needed.

Additional Duties and Responsibilities

Duties are considered non-essential and include the following:

- Keeps informed about Library and department information; maintain active knowledge of current activities and strategic initiatives across District.
- Stays current on social media industry trends, library community updates, current events, and community news.
- Assists in managing monthly digital marketing budget.
- Helps identify and coordinate opportunities for public recognition at local levels.

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- Participates in special projects or teams as assigned.
- Engages in professional development and educational opportunities via participation in community and professional organizations, as well as internal committees and teams.
- Attends regular department meetings and scheduled all-staff meetings, in addition to special events and other meetings as needed.
- Attends several PPLD events throughout the year to capture video and photos for social media use, engage with our audience on social media, and produce live opportunities on social media channels.
- Perform other job-related duties as requested or assigned.

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 an ambassador of PPLD by promoting its mission to the public; maintain courteous, positive image of the Library District.
- Ability to act as a spokesperson for PPLD by promoting its mission to the public via the media.
- Understand Library services and departmental guidelines, standards, and priorities.
- Skilled in social media trends and strategy.
- Ability to track social media statistics and adapt strategy accordingly.
- Expert knowledge in using Hoot Suite, Meta Business Suite, and other social media platforms.
- Adept knowledge of best practices for public relations and marketing, along with brand and reputation management.
- Thorough understanding of PPLD's Brand Guide to maintain brand standards across different forms of communication when writing or editing content.
- 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 the ability to cultivate and maintain effective relationships.
- Demonstrates strong project and time management skills with a results-driven mindset.
- Ability to be a responsive, adaptable, and supportive team player who values working in diverse environments with people of various backgrounds, perspectives, and cultures with an ability to cultivate and maintain effective relationships.
- Exhibits proficiency in using AP style writing, along with application software and other platforms like Microsoft 365, SharePoint, Word, Excel, specialized software, media monitoring, website, and social media management (including basic HTML), email marketing, project management, and standard office equipment.
- Has regular on-time attendance.
- Demonstrates excellent oral, written, and interpersonal communication skills.
- Ability to maintain effective relationships with the public, vendors, media, coworkers, and employees at all levels. Exercise professionalism and good judgement in interpersonal interactions.

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Education and Experience:

- Requires a minimum of four years of professional experience in public relations, and/or marketing, including social media management (for example, Facebook, Instagram, X, Nextdoor, Threads, TikTok, etc.) with a proven track record of serving as an organizational spokesperson and executing PR, social media, and other marketing activities with success.
- Requires a bachelor's degree in communications, marketing, journalism, or related field, which can be substituted by a minimum of six years of relevant professional experience.
- Bilingual ability in Spanish and English is preferred in serving a diverse community.
- Experience working with public information in a library or nonprofit setting is preferred.
- Must have access to reliable transportation for frequent local travel.

Physical and Environmental Conditions:

Work is primarily conducted in an office setting that provides comfortable lighting, temperature, and air conditions. Position requires the ability to sit and use a computer or standard office equipment for extended periods. Position requires the ability to stand for extended periods of time. Position requires the ability to occasionally reach, bend, climb, twist, and squat. Position requires the ability to lift and move equipment weighing up to 25 pounds.

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 workplace practices with office equipment, and/or avoidance of trips and falls and observance of fire regulations.

This position is eligible for telecommuting with supervisor approval and based on employee performance. Employees will be required to attend in-person meetings, trainings, or events at the Library as directed by their supervisor or as necessary for the performance of their job duties.

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

The above position description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.

Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions of this job.

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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, in accordance with Colorado law.
