



JOB OPENING

Title:	Public Relations & Marketing Coordinator
Grade:	19 (non-exempt; hourly; NBU)
Hourly rate range:	\$22.92 – 33.34, DOQ/E
Hours per week:	37.5 hours per week Schedule will include daytime, evening, and weekend hours.
Description:	Promotes and markets library services to enhance the Library's usage, visibility and stature in the local and library communities; establishes and nurtures effective community relationships and partnerships. <i>See attachment for a complete job description.</i>
Qualifications:	Previous professional public relations/marketing experience in the public sector. Experience managing or supervising preferred. Bachelor's degree in Marketing or related field preferred.
Benefits:	Includes paid vacation and sick leave. Eligible for healthcare coverage.

To apply: Send cover letter and resume to hr@avonlake.lib.oh.us

Application deadline: May 23, 2026

Avon Lake Public Library is an affirmative action/equal opportunity employer and public service agency

JOB DESCRIPTION

Job Title: **Public Relations & Marketing Coordinator** FLSA Status: Non-exempt / Hourly
Grade: 19 Date: 05.13.2026

PURPOSE

- In support of and in cooperation with the Director, promotes and markets library services to enhance the Library's usage, visibility and stature in the local and library communities.
- Establishes and nurtures effective community relationships and partnerships.

ESSENTIAL JOB FUNCTIONS

1. Manage all media relations, and serve as a spokesperson for the Library.
2. Compose news releases and promotional materials.
3. Oversee design and printing of all promotional and collateral materials. Coordinate development with Graphics/Web Designer.
4. Supervise and oversee the Graphics/Web Designer. Orient, train, coach and assure performance and morale.
5. Develop and maintain sustained relationships with local media, ensuring accurate Library coverage as a means of informing the public.
6. Participate in planning and implementing cooperative public relations activities with county-wide group(s).
7. Coordinate and oversee volunteers to support Library activities and events.
8. Procure art for monthly exhibits by identifying and contacting artists; organize and promote monthly art exhibits.
9. Participate in the maintenance of the Library's electronic signage.
10. Coordinate and assist with departmental programming to assure alignment with community needs/wants. Assist with arrangements, as needed. Promote programming to the public.
11. Serve as a liaison with Friends of Avon Lake Public Library; coordinate their programming offerings with the Library's.
12. Represent the Library to community groups and serve on in-house committees, as determined in collaboration with the Director.
13. Recommend public relations budget and monitor expenses.
14. Serve as an In-Charge person, when scheduled.
15. Serve as a member of the Director's Management Team, providing assistance as needed.
16. Participate in training of Library staff. Serve as a public relations/marketing resource to Library staff.
17. Maintain up-to-date knowledge and skills related to public relations, marketing and library services through professional reading, attendance at continuing education workshops and

conferences, staff meetings and staff development activities, by monitoring germane listservs, etc.

18. Uphold the Library's mission and, at all times, impart a positive impression of the Library.
19. Be familiar with and facilitate the Library's policies and procedures.
20. Be familiar with and promote the Library's collections, services and programs.

QUALIFICATIONS

Knowledge / Skills / Abilities / Personal Characteristics

- Broad understanding of public relations and marketing principles and practices.
- Demonstrated creativity.
- Broad knowledge of the local community.
- Proficient computer and data entry skills, including use of the Internet, and word processing, spreadsheet and graphics applications.
- Demonstrated interpersonal skills, including the ability to communicate and work effectively with others, including all types and ages of people, and a variety of external constituencies.
- Demonstrated in-depth written and oral communication skills and active listening skills.
- Demonstrated problem-solving and organizational skills.
- Superior customer service skills.

Education, Training and/or Experience

- Previous professional public relations/marketing experience in the public sector.
- Experience managing or supervising preferred.
- Bachelor's degree in Marketing or related field preferred.

This job description is not intended to be a complete list of all responsibilities, duties or skills required for the job and is subject to review and change at any time, with or without notice, in accordance with the needs of Avon Lake Public Library. Since no job description can detail all the duties and responsibilities that may be required from time to time in the performance of a job, duties and responsibilities that may

be inherent in a job, reasonably required for its performance, or required due to the changing nature of the job will also be considered part of the job holder's responsibility.

EMPLOYEE ACKNOWLEDGEMENT

I have read this job description and discussed it with my manager/supervisor.

Employee _____ Date _____

Manager/Supervisor _____ Date _____