



VOLUNTEER OPPORTUNITY AT THE CENTRAL LIBRARY

PUBLIC RELATIONS SPECIALIST

RESPONSIBILITIES

- Works with Library Management and the Branch Supervisor to establish public relations (PR) objectives for the Central library.
- Assists in developing a publicity campaign plan that will enable the library to achieve its PR objectives.
- Drafts press releases and submits them to local media.
- Provides input and direction to Graphic Artist as needed.
- Solicits gift-in-kind donations for free advertising by local media.
- Coordinates placements of media spots.
- Develops a list of local media personnel with whom the Library should maintain contact. Helps with introductions as needed.

THE DIFFERENCE YOU WILL MAKE TO THE LIBRARY

- Improve the library's publicity and, help increase the community's awareness of, participation in and support of library programs.

VOLUNTEER QUALIFICATIONS

- Is honest, reliable, punctual, enthusiastic, energetic and flexible.
- Is courteous and friendly to library patrons, staff, and volunteers.
- Able to develop and implement an effective PR campaign that meets the library's needs and objectives.
- Has excellent communications, interpersonal, and organization skills. Works well with others. Meets deadlines on time. Deliverables are effective and accurate.
- Has good relationships with local media and is able to leverage these relationships in a positive way for the library.
- Able to work on one's own personal computer outside of the library.

COMMITMENT REQUIRED

- Sixteen (16) hours per month on an ongoing basis.

CONTACT

- Ellen Cunningham, Central Library Volunteer Coordinator, 564-5633, ECunningham@SantaBarbaraCA.gov.