



Job Title: Community Relations Officer
Status: Full-Time (Exempt)
Posted: December 23, 2013
Deadline: January 6, 2014

The Genesee District Library is an award-winning system of 19 locations, including a Talking Book Center-Library for the Blind and Physically Handicapped. The Library is seeking a dynamic professional for its Community Relations Officer position. Responsibilities include;

- Managing day-to-day activities of the department including the development and execution of advertising, events, promotions, fundraising, public relations, direct marketing, digital marketing and online marketing.
- Providing leadership for the design and creation of printed pieces, including but not limited to brochures, annual reports, advertisements, posters, promotional items, and other marketing collateral.
- Creating and executing all marketing strategies and implementing tactical plans that meet the organizational expectations and public needs.
- Developing unique business and community partnerships, as well as action oriented advertising targeted toward new and existing customers that increases brand awareness and increases usage of services.
- Developing alternative revenue streams including sponsorships, grants and donations.
- Participating in the budget development for the organizational programming and marketing services.
- Serving as a Member of the Management team.

Requirements for the position include;

- Bachelor's Degree in Marketing or related field, a Master's Degree is preferred.
- Five years of professional experience in Marketing, Communications or Public Relations and at least two years of supervising staff, preferably within a library setting.
- Demonstrated written and verbal communication skills which are critical to the success of not only this position, but to the Genesee District Library system.
- Ability to establish and maintain professional relationships with staff, community organizations and the public.

- Proven skills in overseeing media relations with varying local media outlets.
- Previous grant writing experience.
- Demonstrated skills to use publishing software and a variety of technical equipment.

The responsibilities and requirements listed above are not an exhaustive list of all that will be expected of this position; however it is met to identify the general criteria for a Community Relations Officer position.

To apply for this position send your resume and cover letter by **Monday, January 6, 2014** to;

Genesee District Library
Human Resources Manager
G-4195 W. Pasadena Ave
Flint, Michigan 48504
or email to jescamilla@thegdl.org