

# ST. HELENA PUBLIC LIBRARY

## Volunteer Position Description

### *Library Arts Program media/PR Liaison*

**Position Overview and Impact:** Did you know your library is a cultural hub and place for art appreciation, artistic expression and discovery in the community? Help the library by coordinating the distribution of promotional materials and information about programs in services that will inform individuals in the community of the Library Community Arts Initiative and related programs.

#### **Key Responsibilities:**

- Work with appropriate library staff and/or volunteers to create copy for program flyers, newsletters, press releases and other marketing items.
- Identify, track and meet deadlines for providing copy to local media outlets.
- Identify new ways and places to post information either electronically or in physical format. Make contacts with media outlets as appropriate to learn of marketing opportunities.
- Track deadlines for submitting program information to various media and online outlets. Post information as it is made available.
- Coordinate distribution of print materials throughout the community.

#### **Qualifications:**

- Organizational skills for the purposes of coordinating distribution of information while meeting deadlines and format requirements of various media outlets.
- Ability to use and search the Internet. Comfort level with online forms.
- Good communication skills, particularly in writing.
- Ability to use email, including sending and opening attachments.
- Desire to help promote library services and help the library achieve its goal of fostering a love and appreciation for the arts in our community.
- Ability to use Microsoft Word.

**Training and Support Provided:** The Library will support this position by providing training about the Library Community Arts Initiative and providing opportunities for the volunteer to participate in developing and developing specific programs as desired. The Library will also provide access to computer and printing equipment as needed, including necessary software applications if the volunteer does not have private access.

The Library will provide training on current marketing practices with contact and deadline information for those media outlets already identified. The volunteer will be kept informed of all Initiative developments, programs and opportunities. The Library will be open to innovative and inventive ideas.

**Benefits of Volunteering:**

- Your help will enable the library to meet its goal of providing opportunities for children and adults to gain a new understanding of historical contributions and cultural dimensions of the arts.
- Learn about public relations principles and share what you know about marketing to help the library extend its presence and expand its visibility.
- Share your computer and organization skills to help keep members of our community informed about library services and programs.
- Share your own skills and interest in art history, art education and/or various art mediums with the next generation of artists and help shape young people's experience of art and culture in our community.
- Help the library achieve its vision of being an innovative, cultural hub and place for art appreciation and learning in the community.

**Time Commitment:**

Flexible. Ideally, 8 to 15 hours per month, minimum 4 hours per month

**Attend initial planning meeting with library staff and other volunteers.**

Follow-up meetings only as needed.

**Can work from home on your own time.**

**Length of Commitment:**

Minimum 6 month commitment requested

**Responsible To:**

Library Director and/or Children's Librarian as appropriate

**Contact Person:**

Jennifer Baker, Library Director, 967-2805

*Date Revised: 1/09*