

*Code: 6115*

*Title: LIBRARY GRAPHIC ARTS SPECIALIST*

**SUMMARY:** This classification is responsible for developing, establishing and maintaining community relations activities for a public library.

**DUTIES/RESPONSIBILITIES:** (Work assignments may vary depending on the department's needs and will be communicated to the applicant or incumbent by the supervisor.)

Plans, organizes, schedules and sets up programs, presentations, displays and special events;  
Conceptualizes and produces marketing packages and presentation materials;  
Establishes and maintains liaison relationships and coordinates program activities with other departments, public and private agencies, organizations, the media, the general public and groups;  
Performs public relations activities as a library representative, conducts library-related presentations to the general public, prepares and presents news releases and other media materials, and participates in the development of community awareness programs;  
Creates reports on program activities and results,  
Researches, creates and distributes marketing packages and communications materials;  
Monitors and tracks expenditures for budgeting purposes;  
Maintains and updates information on the Library website;  
Creates and develops advertisements and assists in buying advertising space;  
Tracks media coverage for reporting purposes;  
Develops and coordinates calendars of events;  
Composes written material such as educational brochures, and departmental or program newsletters;  
Responds to inquiries for information;  
May coordinate fundraisers, photograph events or produce television shows;  
May develop and oversee contracts and grants;  
May attend meetings and conferences;  
May coordinate public meetings and notifying personnel and government representatives;  
May prepare correspondence, proof and edit written material as requested and maintains media database;  
May provide support to boards, commissions and/or committees as requested.

**KNOWLEDGE & SKILLS:**

Knowledge of:

- . communication methods, practices and techniques;
- . principles and techniques of public relations related to the promotion of library resources and services;
- . principles and practices of effective written and verbal communications, particularly for public speaking;
- . community agencies, organizations and resources;
- . public administration and organization;
- . application of automated information systems.

Skill in:

- . budget monitoring techniques;
- . communicating effectively, orally and in writing;
- . use of automated information systems to track and produce data;
- . developing public relations materials;
- . organizing and presenting library education programs;
- . developing marketing and educational materials.

**MINIMUM QUALIFICATIONS:**

**EITHER:**

(1) A Bachelor's degree from an accredited college or university with a major in education, business or public administration, journalism, public relations, communications or management and two years of experience in public relations, journalism or communications.

OR

(2) Six years of experience in public administration, journalism, public relations, communications or management.

OTHER REQUIREMENTS:

Licenses and Certificates: Some positions may require a valid Arizona Class D Driver's License at the time of appointment or prior to completion of initial/promotional probation.

Special Notice Items: Some positions may require bi-lingual abilities, in English and a second-language, as determined by the Appointing Authority.

Physical/Sensory Requirements: Physical and sensory abilities will be determined by position.

This class specification is intended to indicate the basic nature of positions allocated to the class and examples of typical duties that may be assigned. It does not imply that all positions within the class perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned.

Pima County

2/14/06(kf/team)  
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