

***“To Inform, Enrich & Empower”***  
**Jasper County Public Library**  
**Job Description**

**Title:** Publicity Library Assistant  
**Classification:** Library Assistant II

**Branch/Department:** DeMotte Library  
**Reports to:** DeMotte Head Librarian

**FLSA:** Non-exempt

**General Summary:**

Directly contributes to the accomplishment of the Library’s mission by alerting the community to all JCPL collections, programs, and services through interesting, eye-catching, well-written press releases, brochures, the JCPL User Guide, and our monthly Community Connections Newsletter.

Publicity plays a key role in attracting patrons to the Library; it also plays a key role in building community support for the Library.

**Primary Responsibilities and Duties:**

**Essential Functions:**

- Create and distribute library publicity for all JCPL libraries
- Compile and design the Community Connection Newsletter
- In collaboration with the Library Director update the JCPL User Guide annually
- Post events on Facebook
- Must adhere to library Internal Control Standards and System

**Other Duties:**

- Contact DeMotte schools and businesses as needed regarding library events
- Design brochures
- Special tasks as assigned by supervisor

**Knowledge, Skills, and Abilities Required:**

**Minimum Education:**

High school diploma or equivalent. If no previous experience, two years of college required.

**Minimum Experience:**

None, if two years of college. If no college three years of experience.

**Contact with Others:**

- Must communicate well via email and phone
- Must interact well with the public and staff
- Must demonstrate ability to work as a team member

**Mental/Analytical Abilities:**

- Must demonstrate attention to detail
- Must demonstrate excellent written communication skills
- Must demonstrate creative writing skills
- Must demonstrate organizational skills and understanding of deadlines
- Must demonstrate excellent publicity design skills
- Must demonstrate ability to perform repetitive tasks

**Certification, Licensure, Registration:**

- None

**Working Conditions:****Working Environment:**

- Highly computerized workplace
- Ability to learn use of general office equipment

**Equipment Used:**

- Knowledge of personal computer
- Knowledge of current computer programs related to written publicity and creation of newsletters
- Knowledge of printers

**General Statement:**

The above primary job duties and responsibilities describe the level and nature of work performed by employees assigned to this job. The description should not be construed as an exhaustive listing of all job duties and responsibilities performed by this job.

**Effective Date:** 7/03; Revised 6/18