



## LIBRARY OF VIRGINIA

### PUBLIC RELATIONS & MARKETING SPECIALIST III

Communications & Marketing Specialist

Position #00223

Salary up to \$50,000 (commensurate with experience)

Open to State Employees Only

09/10/2019 – 09/17/2019

The Library of Virginia is seeking an experienced Public Relations & Marketing Specialist III to help tell the story of the library to multiple audiences by promoting the mission and vision of the agency. The incumbent will develop clear, persuasive, and compelling communications and marketing messaging that supports the agency's strategic objectives with oversight from the Communications Manager. Perform image gathering, writing, and copyediting/proofreading for digital and printed materials, including social media, publications, and promotional and educational materials. Manage marketing-related processes involving the Library's events, programs, and exhibitions; lobby monitors; website; and supplies. Responsibilities will include managing the Library's external and internal newsletters, and providing assistance to the Communications Manager with production of the Library's quarterly magazine, Broadside. The Library fosters an open, team-oriented environment and is looking for someone who will be enthusiastic about our core values and competencies: collaboration, teamwork, building trust, and supporting the Library's Vision and Mission.

#### CORE RESPONSIBILITIES

- 60% - Managing marketing and public relations workflow with input from the Communications Manager.
- 25% - Promoting the Library through social media and monitors analytics in coordination with the Social Media Coordinator and Communications Manager.
- 10% - Managing external and internal newsletters and assist with Broadside magazine.
- 05% - Writing, copyediting, and proofreading other Library communications as assigned.

#### MINIMUM QUALIFICATIONS

- Considerable experience in communications, marketing, and public relations, including use of social media and other digital platforms for marketing for cultural, historic, or educational organizations;
- Experience in journalism or promotional writing for magazines, newspapers, or websites;
- Demonstrated ability to organize multiple and detailed projects, to establish schedules and meet deadlines;
- Ability to prepare well-written materials, analyze and resolve problems;
- Ability to work productively as a team member;
- Ability to communicate effectively both orally and in writing with staff members and external contacts;
- Ability to perform multiple priorities and maintain consistency; and,

- Demonstrated skill in the use of computers and appropriate word-processing and organizational software and the ability to learn new software programs as needed.

## PREFERRED QUALIFICATIONS

- Bachelor's degree in communications, marketing, public relations, U.S. History, American Studies, applied (or public) history, library science, or related field; and,
- Experience in marketing public relations, communications, and/or editorial or publications work.

***An equivalent combination of education, training, and experience may substitute for educational requirements.***

## APPLICATION INSTRUCTIONS

To apply, candidates must submit a completed Virginia state employment application online at <https://virginiajobs.peopleadmin.com/postings/163095> for position #00223 by 11:59 PM on September 17, 2019. Questions should be directed to the Office of Human Resources at (804) 692-3582 or [vanessa.anderson@lva.virginia.gov](mailto:vanessa.anderson@lva.virginia.gov). Please visit our website at [www.lva.virginia.gov/about/staff/employment.asp](http://www.lva.virginia.gov/about/staff/employment.asp) for additional information about the agency.

The selected candidate must successfully pass a criminal background check. A record of criminal history does not automatically bar an applicant from consideration. Employment verification and reference checks, to include current/previous supervisors, will be conducted.

Yellow/Blue Cards – If you have been affected by Policy 1.30 Layoff as a state employee and possess a valid Interagency Placement Screening Form (Yellow Form) or a Preferential Hiring Card (Blue Card), you must submit this document BEFORE the closing date for this position. The document may be scanned and uploaded in the same manner as uploading a cover letter or resume during the application process, or it may be faxed to (804) 692-3587. Please include your name and the position number on the fax cover sheet and call to confirm receipt.

The Library of Virginia is an Equal Opportunity Employer and encourages women, minorities, individuals with disabilities, veterans, veterans, and people with National Service experience to apply. Reasonable accommodations are available to persons with disabilities during the application and/or interview process per the Americans with Disabilities Act. **An EEO/AA/ADA Employer.**