

Public Relations Strategist

Organization: Friends of the Fresno County Public Library

Interest Area: Advocacy & Human Rights, Community, Politics

Volunteers Needed: 1

Position Overview and Impact:

Assist in designing and implementing a comprehensive “all media” publicity campaign to include outreach and attract new library supporters; and develop a team of volunteers to assist in the implementation.

Key Responsibilities:

1. Assist in identifying key message strategies based on Friends mission and services.
2. Create template designs for Friends promotional brochures, mailings and E-newsletter.
3. Develop relationship with local media contacts advantageous for the Friends and its mission.
4. Assist in developing and implementing a publicity campaign plan that will engage the public in understanding what Library services will be lost if Measure B fails in 2012.

Qualifications:

- Demonstrated success in development of publicity campaigns and promotional materials
- Excellent oral and written communication skills
- Previous experience with media would be helpful
- Experience with HTML/PHP, blogging and social media

Training and Support Provided:

Orientation to the Friends and Library services and regular contact with Friends and Library staff to monitor progress and provide data, background information and problem-solving support.

Benefits of Volunteering:

Assist the Library to expand its community supporters.
Utilize skills in marketing and public relations.
Make new community contacts.

Time Commitment: 2 hours per week for 6 months

Responsible To: Friends VP for Programs

Contact Person: Elizabeth Finkle: 559-252-8657; Elizabeth.finkle@fresnolibrary.org