

The Bryant Library



2 Paper Mill Road
Roslyn, NY 11576-2193
516-621-2240
www.bryantlibrary.org

Michele Lipson
Director

November 27, 2023

THE BRYANT LIBRARY SEEKS DIRECTOR OF PUBLIC RELATIONS & PROGRAMMING

PURPOSE: Seeking an assertive, high-energy, detailed-oriented 'people person' for key full-time position. This position requires a blend of creativity, strategic thinking, and effective communication skills. This is an Administrative confidential position that reports to the Library Director.

KEY RESPONSIBILITIES:

Program planning and Development

- Conceptualize, plan, and develop a comprehensive annual programming calendar.
- Coordinate all aspects of adult programming events, including budget logistics, staffing, and equipment needs.
- Research and identify relevant and trending topics for programs.
- Collect and analyze feedback to improve future programs.
- Maintain statistics of Library programs and community groups for the Annual report.
- Curate art shows in meeting space and smaller display cases.
- Must be able to work flexible hours based on programming schedule. Nights and weekends as needed.

Community Engagement and Partnerships

- Maintain high visibility with patrons and staff.
- Work closely with other library departments to integrate programming with other library services.
- Establish and maintain partnerships with Friends of Bryant Library, Roslyn Adult Education, Roslyn Public Schools, Roslyn Chamber of Commerce, Project Independence, Junior League of Long Island, Summer Discovery, Girl Scouts, Long Island Composers Alliance, elected officials, etc.
- Foster relationships with external speakers, performers, and experts.
- Represent the library at Board meetings, community meetings, and events (CCPA, PTA, PFA, SEPTA, open school nights, legislative breakfasts, etc.)
- Attend community events and meetings to promote library programs and gather input.
- Develop and maintain relationships with local media outlets.
- Write and distribute press releases to promote library events, achievements, and initiatives.

Marketing, Social Media and Promotion

- Develop marketing strategies to promote library programs to the community.
- Oversee the design and production of promotional materials such as bi-monthly newsletter, brochures, flyers, and posters.
- Utilize various channels to reach a diverse audience including social media and the Library website
- Ensure consistent messaging and branding across all communication channels.
- Create engaging and shareable content to increase online visibility and engagement.

QUALIFICATIONS:

- College graduate; MLS preferred
- Excellent verbal, written and presentation skills; samples of published pieces required
- Superior public speaking and interpersonal skills
- Knowledge of library operations and understanding of community needs
- Excellent organizational, scheduling and planning skills. Attention to details is required
- Knowledge of Adobe Creative Suite, Microsoft Office, and Social Media platforms, Word Press, EventKeeper, Canva and InDesign required

Salary Range - \$72,000- \$75,000, full benefits package, NYS Retirement System.
Email resume by December 11th to Michele Lipson at jobsadmin@bryantlibrary.org

ATTENTION: PLEASE NO PHONE CALLS.