

**CITY OF CARLSBAD
CLASS SPECIFICATION**

JOB TITLE: LIBRARY MEDIA AND GRAPHICS SUPERVISOR

DEPARTMENT: LIBRARY AND CULTURAL ARTS

BASIC FUNCTION:

Under general direction, assist with program coordination, media relations, and day-to-day operations of the Carlsbad City Library Community Relations Division.

DISTINGUISHING CHARACTERISTICS:

Performs paraprofessional level administrative, supervisory and public relations related duties. This positions reports to the Carlsbad City Library Community Relations Manager.

KEY RESPONSIBILITIES:

Assist with planning, promoting and overseeing programs and special events.

Supervise and evaluate regular and hourly staff.

Coordinate staff schedules.

Prepare contracts and professional services agreement documents.

Assist with payment of vendors and budget monitoring.

Assist with media relations for Library programs and services.

Represent the library in events and meetings with the public, citizen groups and other agencies.

Maintain archives of print materials, digital photos and media coverage.

Maintain in-house displays of events, posters, fliers, bookmarks, and other media materials.

Maintain internet, intranet, and social media content.

Assist with internal communication such as newsletters and event calendars.

Perform a variety of administrative tasks in support of the Community Relations Division.

QUALIFICATIONS:

To perform a job in this classification, an individual must be able to perform the essential duties as generally described in the specification. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties in a specific job. The requirements listed below are representative of the knowledge, skill and/or ability required.

Knowledge of:

- Principles and practices of outreach, public relations and marketing.
- Philosophy, principles and practices of adult programming and special events.
- Supervisory principles and practices, including training and evaluation of employees.
- Principles and practices of organization, administration and budgeting.
- Principles of program and special event administration.
- Website content management systems.

Ability to:

- Plan, create and implement library programs, events and activities.
- Supervise, train and evaluate staff.
- Communicate clearly and effectively, both orally and in writing.
- Establish and maintain effective working relationships with a variety of customers, staff, volunteers and community groups contacted during the course of work.
- Carry out multiple responsibilities and meet deadlines.
- Work well with others in a team and in an independent environment.

EXPERIENCE AND EDUCATION:

Any combination equivalent to the experience and education that could likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Equivalent to the completion of the twelfth grade, supplemented by college level coursework in public relations or a related field

Two years of related professional experience involving the administration and supervision of programming and communications related functions.

PHYSICAL/MENTAL DEMANDS AND ENVIRONMENTAL SETTING:

While performing the duties of this class, an employee is regularly required to communicate in person and by telephone, and utilize office equipment. An employee is also required to assimilate written materials relevant to the position.

In addition, while performing the duties, employees of this class are regularly required to engage communication skills; interpret financial and statistical data, information and documents; analyze and solve problems; use math and apply mathematical reasoning and abstract statistical concepts; observe and interpret people and situations; work independently after open hours; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; work under intensive deadlines; and interact with staff, elected officials and others encountered in the course of work.

Ability to work in a standard office environment with exposure to the outdoors; ability to travel to different sites and locations; attend evening and weekend events and meetings; work under pressure and potentially stressful situations.

DATE APPROVED: June 22, 2010