



# California State University, Fresno

**Library Services**

**Vacancy # 13405**

## **Marketing and Public Relations Specialist (Public Affairs/Communication Specialist II)**

### **Salary:**

Salary Range: \$3,515 - \$5,818 per month  
Anticipated Hiring Salary: \$3,515 per month

Note: This is a full-time, probationary, exempt position.

### **Organizational Description:**

The Henry Madden Library obtains, organizes, preserves, and promotes the use of materials of all types to support the University's mission to educate and empower students for success. The Library, staffed by over 60 professionals and paraprofessionals, holds over 1.4 million print volumes, has digitized over 80,000 items, subscribes to over 300 databases and electronic resource packages, and has established an institutional repository (IR) to preserve the intellectual and cultural output of the University. The Library includes collections that focus on music and media, K-12 curricular materials, children's literature, and maps and government documents as well as the Special Collections Research Center and University Archives.

### **Overview:**

Under the supervision of the Dean of Library Services, the Library's Marketing and Public Relations Specialist is responsible for the Library's public relations and marketing efforts and maintains strong working relationships within the Library, campus and community.

The Marketing and Public Relations Specialist leads library-wide content development and copywriting efforts, including the promotion of Library exhibitions, programs, annual giving events, services, and resources in both print and digital formats. The individual in this position oversees the development and dissemination of informational materials, such as newsletters, flyers, print and digital signage, and website and social media promotion. This person represents the Library at University Communications meetings and events. The Marketing and Public Relations Specialist is expected to work closely with University Communications to ensure that consistent branding is maintained.

### **Position Summary:**

#### Primary Responsibilities:

- Promoting the Library's services, resources, and programs to students, the campus and to our regional community.
- Coordinating marketing and public relations communication in all formats on behalf of the Henry Madden Library, with the goal of increased awareness and visibility both on campus and regionally.
- Developing marketing and public relations communication plans that heighten connections to prospective and current students and donors and enhance the visibility of Library services and resources.
- Evaluating and reporting on effectiveness of and public relations communication strategies and recommending changes or improvements.
- Collaboratively working to establish and support processes for the promotion of library-wide events, resources, and services.

#### Major Duties of the Job:

- Marketing the Madden Library's services, resources, exhibitions, events, and projects to the campus and external community in all appropriate formats.
- Promoting Library services to students using social media platforms, digital signage, websites, and other outlets as appropriate.
- Serving as the lead contact from project concept to completion and working with the Library's Graphic Designer on print and web-based materials and publications.
- Highlighting the Henry Madden Library in the national, regional and local press.
- Managing the Library's main social media accounts (Facebook, Instagram, Snapchat and Twitter).
- Providing lead direction for the Library's digital signage efforts and working with the Graphic Designer to develop visually appealing and informative content in a timely manner.
- Actively contributing to the efforts of event organizers to coordinate and communicate related requests and activities.

- Serving a diverse group of Library faculty and staff, as well as Library administration, organizational units, and committees, to ensure clear processes for the creation and distribution of promotional content.
- Serving as Liaison to University Communications.
- Building PR relationships with academic/student units.
- Supervising student assistants and/or interns.
- Developing and managing a system for tracking and evaluating the effectiveness of outreach efforts and recommending improvements and changes as necessary.
- Ensuring effective communication with event organizers for special events, conferences, and workshops.
- Serving the Dean and Director of Development in the marketing and promotion of Friends of the Madden Library events.

#### Secondary Duties of the Job:

- Serving and assisting the Dean with overall marketing efforts and determining events calendar, budgets and related expenses for PR.
- Performing other duties or tasks as assigned.

#### Knowledge, Skills & Abilities:

- Thorough knowledge of and ability to use effectively media outlets including planning media coverage and media publicity campaigns for the university and library
- Knowledge of copyright and other applicable laws pertaining to publications and the media
- Knowledge of Microsoft Office and other applicable software packages
- Strong journalistic writing skills, as well as advanced proofreading and editorial skills
- Exceptional written and verbal communication skills and an excellent command of the English language
- Excellent interpersonal skills, including strong public speaking, listening and interpretive skills
- Strong organizational skills and attention to detail
- Demonstrated ability to keep abreast of campus events and subject matter expertise in relation to current events to identify and capitalize on media opportunities that will promote the university and increase positive media coverage
- Ability to
  - Work independently as well as on a team and take initiative in a cooperative and inclusive way
  - Foster relationships with multiple internal and external constituencies
  - Be flexible and adapt to a changing environment
  - Manage multiple ongoing projects in a timely manner
  - Work effectively and collaboratively with faculty, staff and students from diverse ethnic, cultural, socioeconomic and personal identity backgrounds.
- A history of regular attendance and positive performance evaluations

#### Education and Experience:

- Bachelor's degree which includes relevant coursework in the field
- Two years of related professional or technical experience in Marketing or Public Relations

#### Specialized Skills:

- Demonstrated experience working with website content management systems to develop, create, and edit electronic/multimedia and web content
- Demonstrated experience using blog platforms and email distribution tools (i.e. Constant Contact, MailChimp)
- Demonstrated ability to use social media platforms in a business/institutional setting
- Demonstrated ability to use Microsoft Office

#### Preferred Skills:

- Understanding and awareness of the academic library environment and its core ethics and values
- Experience working with digital signage platforms and familiarity with how digital signage can be leveraged for both informative and promotional messaging

#### Filing Deadline:

#### Application Procedures:

Complete the required fields on the online application, a resume, and three professional references, including telephone numbers, are required. A cover letter that addresses your qualifications for the position is also required. Full consideration will not be given to applicants who fail to complete all application requirements.

Pursuant to Executive Order 1088, reasonable accommodation is to be provided upon request from an employee or applicant with disabilities, unless doing so would impose an undue hardship on the campus. What constitutes a reasonable accommodation is to be

determined by the campus on a case-by-case basis after it has received the individual's request for accommodation and engaged in an interactive process. Employees or applicants requiring reasonable accommodation should contact Human Resources directly at (559) 278-2032.

**How To Apply:**

To apply for this or any open position at Fresno State visit our online employment site at: <http://jobs.csufresno.edu/>

**Other Requirements:**

Pursuant to the requirements of the Immigration Reform and Control Act of 1986, any offer of employment is contingent upon verification of individual's eligibility to be employed in the United States.

California State University, Fresno, in conjunction with the CSU policy, requires that the successful candidate complete a full background check (including a criminal records check) prior to assuming this position. Failure to satisfactorily complete or pass the background check may impact the job offer or continued employment of current CSU employees who apply for posted positions identified as sensitive.

California State University, Fresno annual security report includes statistics for the previous three years concerning reported crimes that occurred on campus, in certain off-campus buildings or property owned or controlled by Fresno State, and on public property within, or immediately adjacent to or accessible from the campus. The report also includes institutional policies concerning campus security, alcohol/drug use, crime prevention, reporting of crimes, sexual assault, and other matters. You can obtain a copy of this report by contacting the Campus Police Department or by accessing the following web site:

<http://www.fresnostate.edu/adminserv/police/clery/index.html>

The person holding this position is considered a "mandated reporter" under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 Revised July 21, 2017 as a condition of employment. You can obtain a copy of this Executive order by accessing the following web site: <https://www.calstate.edu/eo/EO-1083-rev-7-21-17.html>

This position may be a "designated position" in the California State University's Conflict of Interest Code. The successful candidate accepting this position may be required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices Commission.

California State University, Fresno is a smoke free campus. For more information, please click <http://fresnostate.edu/adminserv/smokefree/index.html>

**Other Applicant Information:**

Applicants will receive confirmation of receipt of their application materials via automatic email reply. In addition, qualified applicants will receive email notification at the conclusion of the recruitment process.

It is the policy of the California State University to fill vacant positions represented by the California State University Employees' Union (CSUEU) with qualified applicants currently employed on the campus. Other applicants may be selected when it is necessary to meet the best interests of the campus by obtaining specialized skills and abilities not available from campus applicants.

**Equal Employment Opportunity:**

California State University, Fresno is committed to maintaining and implementing employment policies and procedures in compliance with applicable state and federal equal employment opportunity laws and regulations. Executive Order 883 prohibits discrimination and Executive Order 927 prohibits harassment, on the basis of a protected status: race, color, religion, national origin, ancestry, age, sex (including gender identity, per HR 2004-12), sexual orientation, marital status, pregnancy, mental disability, physical disability, medical condition and covered veteran status. Retaliation against individuals for complaining about these proscribed conduct, opposing such conduct, or participating in an investigation or proceeding involving such conduct is prohibited by both executive orders.

Further, California State University, Fresno's statement of commitment to equal employment opportunity principles is also found in the various collective bargaining agreements.

**General Information:**

California State University, Fresno is one of 23 campuses in the California State University System. The University's mission is to offer high-quality educational opportunities to qualified students at the bachelor's and master's levels, and in certain applied disciplines, at the doctoral level. The current student enrollment is approximately 24,000, including a large percentage of students with diverse and culturally rich backgrounds. The University serves the San Joaquin Valley while maintaining deep involvement with the state, nation, and world. California State University, Fresno promotes student learning and community engagement through faculty scholarship and service learning opportunities in collaboration with community organizations, educational institutions, industry, business and

government. The University was one of the first U.S. Colleges and Universities to be selected by The Carnegie Foundation for the Advancement of Teaching for its Community Engagement Classification.

Metropolitan Fresno, with a multi-ethnic population of over 600,000, is located in the heart of the San Joaquin Valley on the western edge of the Sierra Nevada Mountain Range. The campus is within driving distance of San Francisco, Los Angeles, Yosemite, Kings Canyon and Sequoia National Parks, the Monterey Peninsula, beaches, sailing, lakes, and numerous ski resorts. Fresno boasts one of the most reasonable housing markets in California and offers a wide array of locally grown fruits and produce.