

PROGRAM ASSISTANT II
(SPECIAL EVENTS AND PROGRAMMING PLANNER)
Milwaukee Public Library

PURPOSE: Under the oversight of the Marketing and Public Relations Officer, the person in this position performs varied administrative duties in support of communications and marketing efforts at the Milwaukee Public Library. Primary responsibilities include creating, generating and evaluating special events and programs for adults that reflect current trends and appeal to a wide range of interests to market the library and its resources in support of the library's strategic plan. This individual also represents the library in developing cooperative programs with other agencies or businesses.

ESSENTIAL FUNCTIONS:

- Creates and directs high profile special events and programs for adults and works with library staff, community organizations, local businesses, and area libraries to obtain speakers, schedule programs and publicity, set program expectations, and evaluate programs.
- Facilitates neighborhood library programs by providing librarians who are planning and promoting programs with information on possible presenters and marketing strategies.
- Compiles and distributes a master calendar listing events for adults, including author visits, special events, and neighborhood/Central librarian planned programs.
- Coordinates library arrangements for special events including programs the library co-sponsors with the Milwaukee Public Library Friends group and outside organizations such as local booksellers.
- Attends events to ensure successful implementation.
- Completes assignments for the Communications & Marketing unit related to promoting and publicizing programs.
- Works with the Milwaukee Public Library Foundation to secure funding and sponsorships for larger special events.
- Manages program expenses to stay within sponsorship or library budget.
- Maintains database of performers, vendors, and event sponsors; maintains program attendance statistics.
- Serves as contact person for requests for exhibit space in libraries and works with library staff on outside exhibits.
- Performs other related duties as assigned.

MINIMUM REQUIREMENTS:

1. Four years of experience providing administrative support, including at least two years of experience performing duties related to communications, marketing, and/or special events. An Associates Degree in marketing, communications, or a related field – or an Associates Degree that included coursework in special events planning – may be substituted for the specialized experience.

– OR –

A Bachelor's Degree in communications, marketing, public relations, or a related field.

NOTE: *Equivalent combinations of education and experience may also be considered.*

2. Residence in the City of Milwaukee within six months of appointment and throughout employment.

KNOWLEDGE, SKILLS, ABILITIES, AND OTHER CHARACTERISTICS:

- Creative and resourceful in planning special events.
- Knowledgeable about marketing and communications concepts and practices.
- Strong customer service orientation.
- Able to communicate very well, orally and in writing.
- Able to establish and maintain effective interpersonal relationships.
- Skilled using Microsoft Windows, Microsoft Office, and the Internet to create documents, maintain databases, compile statistics, and conduct searches.
- Self-assured and willing to cold call organizations.
- Able to work independently, prioritize tasks, coordinate several projects simultaneously, and follow through on assignments.
- Very well-organized as well as knowledgeable about office procedures and equipment.
- Able to work a flexible schedule, including evenings and weekends as required, so that events reach successful completion.

THE CURRENT SALARY RANGE (530) IS: \$39,094 to \$44,257 annually.

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