



TRANSFER/PROMOTIONAL OPPORTUNITY

PROGRAM ASSISTANT II

Milwaukee Public Library

THE PURPOSE: Under general supervision, the Program Assistant II is integrally involved in assisting with developing, maintaining and updating the Milwaukee Public Library's web site as well as assisting in all phases of public relations and marketing for the library system.

The Milwaukee Public Library is committed to providing the highest quality of service to internal and external customers. In meeting this commitment, employees are expected to be knowledgeable, competent, dependable and courteous in the performance of their job responsibilities, and to work cooperatively as part of a team.

ESSENTIAL FUNCTIONS:

- 25% Assists in developing, designing, maintaining, and updating the library's website, including graphic design templates and interfaces. Develops and maintains related print and electronic mailing lists.
- 20% Supports Marketing and Public Relations management staff in developing and implementing strategies to increase public awareness of the library, its services and its activities. Assists in scheduling and carrying out meetings or special events associated with various projects, including working with other library departments and outside suppliers of materials.
- 20% Under direction, markets special programs. Working in cooperation with system librarians, develops promotional materials, prepares direct mailings, and occasionally takes reservations for programs and classes. Develops partnerships with other organizations to promote library events and services.
- 20% Distributes printed materials to library and community locations. Develops and maintains video library, photo file and newspaper clipping file. Designs fliers, brochures, booklists, posters and other promotional materials using graphic design software. Assists in taking orders for signs from library staff, requests signs from outside vendors, and designs signs using computer graphic programs. Assists in creating displays for special programs and projects.
- 10% Responds to general inquiries regarding library events and programs. Serves on various staff planning committees. Answers correspondence, gathers information for reports to marketing partners, and prepares and distributes reports. Serves as back-up contact for the Marketing and Public Relations Officer for media inquiries.
- 5% Performs other related duties as assigned.

MINIMUM REQUIREMENTS:

- Current status and at least three months of experience as a regularly appointed employee of the City of Milwaukee.
(AND)
- Four years of increasingly responsible clerical experience, including a substantial amount of word processing, keyboarding, record-keeping and a high level of independent judgment, with at least one year of experience at a level comparable to an Office Assistant III.
(OR)
- A Bachelor's Degree in Business Administration, Communications, Marketing, Journalism or a closely related field from an accredited college or university and one year of significant clerical experience, including experience in word processing, keyboarding and record-keeping.

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

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

- Strong customer service orientation.
- Working knowledge of web page software, graphic design software and photo editing, such as Dreamweaver, Photoshop, ColdFusion, E•vanced, or other applications.
- Highly developed writing and verbal communication skills.
- Familiarity with and high degree of comfort using personal computer applications, including database applications.
- Ability to work independently, to prioritize and to produce accurate work under deadlines.
- Excellent organizational skills.
- Ability to use good judgment and discretion in handling work assignments.
- Ability to maintain effective working relationships with staff, customers, outside businesses, the media, and other government agencies.

DESIRED KNOWLEDGE, SKILLS AND ABILITIES:

- Creative writing ability.
- A valid Wisconsin Driver's license, since occasional travel to attend and/or assist with outside meetings or engagements is likely.

CURRENT PAY RANGE (530) IS \$1,503.62 - \$1,702.19 bi-weekly.

THE SELECTION PROCESS will be job related and may include one or more of the following: training and experience evaluation, oral interview or other evaluation methods. The hiring department reserves the right to call only the most qualified candidates to oral, performance tests, or personal interviews. Information from the selection process will be used to make a hiring decision. The selected candidate will be transferred and/or promoted to the position.

APPLICATION PROCEDURE: An application may be obtained from the Department of Employee Relations web site (www.milwaukee.gov/der), in person or via mail from DER (200 E. Wells St. Milwaukee, WI 53202), or by calling 414-286-3751.

All completed application materials should be returned to Judith Zemke, Personnel Officer, Milwaukee Public Library, 814 W Wisconsin Ave, Milwaukee, WI 53233 by November 9, 2007.

The City of Milwaukee is an equal opportunity employer that values and encourages diversity.