**California State LIBRARY**

**Volunteer Public Relations Specialist – Literacy 30th Anniversary**

**Job Description**

**Position Overview and Impact:** Guide the development of a statewide public relations campaign during a month-long celebration in honor of the 30th Anniversary ofCalifornia Library Literacy Services in September, 2014. The objectives of the project are: (1) to increase public awareness about Adult Literacy (most people know and understand low literacy in children, but not in adults); and (2) to assist in recruiting volunteers to be trained as tutors in order to eliminate waiting lists and serve more adults.

**On-Going Library Contact:** Carla Lehn

**Key Responsibilities:**

1. Assist in identifying key message strategies using our logo, events being held around the state, new video pieces of learners and tutors, and our tag line: *“California Library Literacy Services: Build Skills. Change Lives. Get Involved.*

2. Develop a statewide public relations campaign to get the message out through media outlets and social media, with very little budget, but with support from library literacy staff and volunteers throughout the state.

**Qualifications:**

* Willingness to gain an understanding of California Library Literacy Services mission and services
* 5+ years experience and demonstrated success in designing public relations campaigns, preferably regional or statewide

**Training Provided:** Orientation to California Library Literacy Services, and regular meetings with the project director and statewide 30th Anniversary team to plan activities, monitor progress and provide data, background information and problem-solving support.

**30th anniversary toolkit:** [**http://libraryliteracy.org/staff/resources/30\_anv/index.html**](http://libraryliteracy.org/staff/resources/30_anv/index.html)

**Benefits to Volunteer:** Use your professional skills to assist in raising awareness of a much overlooked societal problem, and attract potential volunteers to the project who can help to change even more people’s lives.

**Time Commitment:** 3 – 5 hours per week for 8 months

**Initial Contact Person:** Carla Lehn, Library Programs Consultant

**Date Revised:** 1/30/14