

## **Manhattan Public Library**

### **Job Description**

Job title: Public Relations Graphic Design Assistant  
Department: Operations and Administration  
Exempt: No

Salary grade: E  
Reports to: Public Relations and Outreach Manager  
Supervisory responsibilities: None

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**Summary:** The Public Relations Graphic Design Assistant plays a vital role in supporting the Public Relations and Outreach Manager by creating visually compelling materials that promote library services and events. This position requires a strong design background, excellent time management skills, and the ability to work collaboratively to meet deadlines.

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### **Mission Statement**

Manhattan Public Library connects the community to a world of ideas and information by inspiring readers of all ages, bringing technology's benefits to everyone, and providing a comfortable, welcoming place for all.

### **Diversity, Equity, Inclusion, and Belonging Statement**

At Manhattan Public Library, everyone is respected. The Director and staff are committed to offering collections, programs, and services that support the entire community. We oppose discrimination of any kind, including on the basis of age, race, religion, ability, sexual orientation, gender identity and expression, or socioeconomic status. At Manhattan Public Library, we understand that diversity, equity, inclusion, and belonging are essential to offering our community an intentionally robust and enriching experience. All are welcome at Manhattan Public Library.

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### **Essential competencies that apply to all library employees:**

- Demonstrates enthusiasm for providing service excellence.
- Shows commitment to customer satisfaction.
- Develops and maintains positive relationships with internal and external customers.
- Represents the library in a positive and ethical manner.
- Works cooperatively with managers and co-workers.
- Demonstrates a commitment to diversity, equity, inclusion, and belonging.
- Shows a capacity for grasping concepts and asks questions to gain further understanding.
- Communicates effectively orally and in writing.
- Effectively uses computer/technology skills for the position.
- Cross-trains in other areas of the library as appropriate.
- Completes work assigned on time and to the defined quality.
- Demonstrates prompt and regular attendance.
- Shows that essential job functions can be performed with little or no supervision.
- Complies with library policies and operational procedures.
- Complies with safety and security standards; keeps workplace safe and clean.
- Shows flexibility and adaptability.
- Shows initiative by acting independently to provide solutions to problems, seek additional responsibilities, and practice self-development.

### **Essential duties:**

- **Graphic Design:** Create engaging graphics for social media, websites, and print materials, ensuring consistency with the library's brand.
- **Content Development:** Design flyers, brochures, posters, and other promotional items that effectively communicate library programs and services.
- **Collaboration:** Work closely with the PR/Outreach Manager to align design elements with marketing strategies and outreach initiatives.
- **Event Support:** Assist in the preparation and execution of outreach events, providing design support for event materials and signage. Event attendance will be required occasionally.
- **Digital Asset Management:** Maintain an organized digital asset library for graphics and templates to streamline future projects.

- Time Management: Prioritize urgent requests and manage multiple projects simultaneously to meet deadlines.
- Basic Office Duties: Perform general administrative tasks as needed to support the department's operations.
- Photography Skills: Utilize basic photography skills to capture high-quality images for promotional materials and social media.
- Office Support: Creates, proofreads, and edits text with advanced proficiency and attention to detail
- Office Support: Maintains publicity archive file of all library ads, publicity, and photos.

**Required Qualifications:**

- Associate's degree in Graphic Design or a related field preferred; relevant experience will be considered.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Strong portfolio demonstrating graphic design skills and creativity.
- Excellent communication skills to collaborate effectively with team members.

**Preferred Qualifications:**

- Experience in library or non-profit marketing.
- Knowledge of web design principles.
- Familiarity with video editing software.

*A combination of education, training, and experience which provides the required knowledge, skills, and abilities to successfully perform the job may be considered.*

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**Special knowledge, skills, and abilities needed to perform the essential functions of the job:**

- Knowledge of social media in public relations.
- Applied experience with Illustrator, InDesign, Photoshop software
- Experience updating and maintaining web sites
- Proofreading skills and keen attention to detail
- Ability to operate a PC and relevant computer software.
- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals, fractions, percentages, ratios, and proportions to practical situations.

**Physical and mental factors needed to perform the essential functions of the job:**

- Move up to 25 pounds. Is this enough given they may need to move boxes and the tent for outreach? Should it be 50 pounds?
- Remain in a stationary position for extended periods of time.
- Move about to access work space, file cabinets, shelving, office machinery, to access offices, non-public spaces, and public service areas, etc., that are in the scope of the job responsibility.
- Operate standard office equipment. including but not limited to computer, tablet, printer, copier, fax, phone, email, or other technology.
- Communicate in order to express oneself and exchange information.
- Maintain composure when dealing with difficult interactions with people and in difficult situations.
- Detect the physical environment in order to traverse throughout the building, perceive safety concerns, and respond to emergency situations.
- Learn new tasks, remember processes, maintain focus, complete tasks independently, make timely decisions in the context of a workflow, communicate, and complete tasks in situations that have a speed or productivity quota.

*Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this job.*

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Duties and responsibilities, as required by business necessity, may be added, deleted, or changed at any time at the discretion of management, formally or informally, either verbally or in writing. Scheduling and shift assignments may be changed at any time as required by business necessity.

A criminal background and reference check is required for all library positions.

Employees who work 1000 hours per year are required to participate in the Kansas Public Employees Retirement program (KPERs).

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