



<p><u>JOB DESCRIPTION</u> CONTRACTUAL POSITION</p>	
<p>JOB TITLE: Public Relations and Marketing Assistant</p>	
<p>JOB SUMMARY:</p> <p>The incumbent engages in technical work in the field of Public Relations and Marketing in the library environment. An employee of this class assists in preparing and arranging public relations and marketing programmes designed to create goodwill and understanding between the Tobago Library Services and its publics, as well as generate revenue for the organisation.</p>	
<p>REPORTS TO:</p>	<p>Librarian III</p>
<p>SUPERVISION GIVEN TO:</p>	<p>N/A</p>
<p>DUTIES AND RESPONSIBILITIES:</p> <ul style="list-style-type: none"> • Coordinate events and activities for the Tobago Library Service staff throughout the library system. • Coordinates Tobago Library Services commercial functions (related to the rental of the auditorium and meeting facilities). • Coordinates and supervises activities in the Tobago Library Service's facilities, in and outside of the normal working hours. • Assists in the development of external public relations, marketing and advertising campaigns. • Assists in the development of internal communication plans. • Writes and disseminates press releases. • Gathers and collates information from Tobago Library Service libraries. • Assists in the production of print and audio-visual material. • Liaises with personnel of various organisations, obtains information and arranges for the dissemination of such information. 	
<p>KNOWLEDGE, SKILLS AND ABILITIES:</p>	
<p>KNOWLEDGE:</p>	<ul style="list-style-type: none"> • Knowledge of Administration techniques. • Knowledge of desktop publishing.
<p>SKILLS AND ABILITIES</p>	<ul style="list-style-type: none"> • Ability to write creatively. • Event management skills and qualifications.
<p>MINIMUM EXPERIENCE AND TRAINING:</p>	
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- Must possess a degree in Public Relations, Marketing or Advertising from a recognised institution.
- Five O'level subjects, including English and Mathematics.
- At least two (2) years experience in a similar customer focused environment.