



# PUEBLO CITY-COUNTY Library District

www.pueblolibrary.org

## Library Programs and Public Relations

### 03.07.01.GP1 - ~~STAFF PROGRAM RESPONSIBILITIES~~ Program Guidelines for Staff

#### Program Development and Oversight

Ultimate responsibility for the planning and implementation of programs rests with the Executive Director, who may delegate this duty in its entirety to library managers and their appointed programming staff. Programming duties shall be carried out by the following levels of staff:

- Programming and Outreach Specialists
- Content Specialists and Program Coordinators/Administrators
- Librarians or Master's degree-holding professional staff
- Branch and department managers
- Community Relations staff

Professional development and career pathing related to programming may be approved for employees at other levels, but assisting with programming duties shall not exceed 10% of the employee's total hours worked.

Every library-sponsored program will have one or more staff assigned to coordinate the program. Duties may include, but are not limited to planning, purchasing, coordinating with community partners or presenters, issuing payment requests for independent contractors, overseeing marketing requests, setup and cleanup for the event, and ensuring that the program proceeds in an orderly fashion. Responsible staff will keep a count of attendees and submit data for tracking and program evaluation. PCCLD staff who present programs do so as part of their job. Employees must be compensated for their time preparing and facilitating programs and may not perform programming duties as a volunteer. PCCLD staff may not be hired as independent contractors for programming.



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Core competencies required for programming staff include: organizational skills, knowledge of community, interpersonal skills, event planning, creativity, content knowledge, understanding of effective outreach, financial planning, and evaluation.

**Marketing and Promotion**

Timely and adequate public announcement shall be made of all programs. Organizations or individuals partnering with PCCLD on programs must coordinate marketing efforts with program coordinators and/or Community Relations staff. Press releases, public notifications, and any other marketing materials must be approved by Community Relations.