

Position Title: Marketing & Program Coordinator

Reports to: Library Director

Category: Full-time hourly with benefits, starting salary \$41,000.

Job Summary: Responsible for the active promotion of all Cass District Library activities, resources, and programs through the development and maintenance of the library's website, social media, and print publications. Ensures the Library is always visible in the community, with a distinct focus on potential customers and community partners. Provides strategic direction using data about target audiences, web and social media usage, and community-building trends.

Qualifications: Bachelor's degree required.

PRIMARY DUTIES & RESPONSIBILITIES:

1. Plans and implements a proactive marketing and public relations program for the Library; responsible for the creative development, production and distribution of all printed and digital marketing materials, including social media; ensures consistency with Library brand and graphic standards; coordinates printing and postal needs.
2. Leads the planning, coordination, and execution of programming across the district with an emphasis on the annual Summer Reading Program.
3. Assists with organization of receptions, public meetings, and fund-raisers for the Library; manages other marketing/communications activities as required by the Library Director.
4. Designs the Library's annual report.
5. Contacts local businesses for donations to support programs as necessary.

OTHER DUTIES & RESPONSIBILITIES:

1. Ability to adapt and respond to multiple priorities, interruptions and demands, and resolve problem situations in a positive manner.
2. Represents the Library in various consortium and statewide activities.
3. Communicates effectively with client group, co-workers, and professional colleagues.
4. Works positively and collaboratively across departments to accomplish goals.
5. Perform other duties as required or assigned, including staffing the public service desks as needed.

JOB QUALIFICATIONS:

Candidates must submit a resume and portfolio that demonstrates innovation, creativity and marketing skills. Official transcript must be provided at time of interview.

1. Bachelor's Degree in marketing, public relations, communications, journalism or related field required.
2. Proficient in the use of Adobe Creative Cloud, Microsoft Office, Word Press, social media, and technology tools, including cameras, recording devices, projectors and amplifiers.
3. Prefer photography experience with ability to deliver professionally edited images.
4. Strongly prefer previous work experience in community affairs, public relations, or marketing.
5. Enthusiastic, friendly and approachable with a genuine interest in providing superior public service.
6. Demonstrates a passion for engaging the community.
7. Strong obligation to confidentiality.
8. Strong organizational skills and attention to detail.
9. Strong verbal, written, and interpersonal communication skills.

Schedule fluctuates according to Library needs, with some evening and weekend hours required.

The duties and responsibilities for this position, including essential job functions and responsibilities, supplement the Cass District Library Personnel Policies and work rules applicable to all employees and may change or increase by practice or policy, as judged necessary by the Library. The Library reserves the right to assign work outside of an employee's regular job assignment. The Library also reserves the right to change an employee's regular job assignment or job description at any time.

Employee Signature_____

Date_____