

MARKETING MANAGER

JOB DESCRIPTION

Nature of Position: The Marketing Manager plans, creates, delivers, and evaluates marketing and communication initiatives that effectively promote library services, programs, and events.

Authority: The Marketing Manager reports to the Library Director and supervises one part-time department page.

Essential Functions, Knowledge, Skills and Abilities:

- Evidence of excellent public speaking, writing and editing skills.
- Ability to apply marketing, public relations, and communications techniques to a library environment.
- Understanding of various traditional, digital, and social media platforms and their requirements for effective communications.
- Ability to design and deliver a wide range of effective, attractive library publications for both print and online publishing.
- Advanced skills in creative software and programs such as Adobe CS (InDesign, Photoshop, Illustrator) and Canva.
- Ability to establish and maintain effective working relationships with strategic partners, media representatives, employees, and the public.
- Experience with analytics reporting, e.g. Google Analytics, Instagram & Facebook insights.
- Ability to handle multiple projects with competing deadlines.
- Highly creative and organized.

Scope of Responsibilities:

- Proactively identify library programs, services, and resources for marketing and promotional opportunities in consultation with administration, managers, and staff.
- Develops the Library's social media strategy and associated posts
- Ensure all library events are updated on the library's web calendar and various community calendars.
- Create content and update the library's website. Manage staff training on creating reservations, calendar of events, and database entries.
- Assign logins and maintain databases of staff users for websites, calendar, and reservation systems.
- Write, edit, and distribute news releases, and respond to inquiries. As appropriate, speak with the media on behalf of library administration.
- Designs and distributes print and digital marketing material for distribution
- Participate in outreach activities and community partnerships to further tell the Library's story
- Perform other duties as assigned.

PHYSICAL REQUIREMENTS

- Seeing; keyboarding; using the telephone; lifting or carrying objects weighing up to 50 pounds; pushing or pulling carts weighing up to 200 pounds; walking; bending; stooping; crouching; reaching
- Standing or sitting for periods of time
- Writing or typing to complete work forms
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Minimum Qualifications:

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field with four years demonstrated success in creating effective print and digital promotional materials, managing websites and social media channels.
- Equivalent combination of education and experience may be considered.
- Will be required work a flexible schedule including occasional nights and weekends.