

Chelsea District Library

Chelsea, MI

Position Posting

Position Title: Marketing Coordinator
Reports To: Director
Hours: 40 hours per week, may include evenings and weekends
Classification: Full-time, salaried, exempt
Salary Range: \$29,952 - \$46,426

Purpose and Scope:

Under the supervision of the library director, the marketing coordinator develops, establishes and maintains marketing strategies to meet library objectives. This includes effective management of the marketing, branding and promotional activities of the library.

Specific Duties:

1. Manage and coordinate all marketing, advertising and promotional programs and activities.
2. Conduct market research to determine market requirements for existing and future programs and activities.
3. Analyze customer research and current market conditions.
4. Plan and produce the library's newsletters.
5. Develop and implement marketing plans and projects for new and existing programs.
6. Monitor, review and report on all marketing activity and results.
7. Determine and oversee the marketing budget.
8. Plan the marketing, promotion, and branding of the library's website.
9. Participate in community outreach to engage community members and organizations and build and nurture partnerships.
10. Participate in continuing education opportunities.
11. Attend and participate in staff meetings and work groups.
12. Other duties as assigned.

Qualifications Required:

1. Bachelor's degree in marketing, graphic design, or a related field.
2. Proficiency in office computer applications in a Mac environment
3. Proficiency in Adobe Creative Suite, particularly InDesign, Photoshop, and Illustrator.
4. 1-2 years' experience in a marketing role.
5. Excellent business writing and grammar skills, as well as strong editing and proofreading skills.
6. Enthusiastic, positive public service orientation.
5. Strong interpersonal communication skills and a demonstrated ability to work with colleagues, library users, and vendors in a professional and courteous manner.
6. Ability to handle confidential and sensitive information in an appropriate and secure manner.
7. Ability to organize and perform work under minimal supervision.

Qualifications Preferred:

1. Graphic design experience
2. Knowledge of email marketing and experience using Constant Contact.
3. Experience managing social media accounts.
4. Project management experience.
5. Library experience at any level; willingness to explore and adopt new technologies.

Located in historic downtown Chelsea, the Chelsea District Library was named the Best Small Library in America in 2008 by the Bill & Melinda Gates Foundation. The key to our success is our commitment to the community we serve. We do much more than provide books and materials – we are an integral part of the Chelsea community. Now our nationally recognized library has a full-time opportunity for a Marketing Coordinator.

As Marketing Coordinator at the Chelsea District Library, you will find opportunities to share and learn in a team environment. The Marketing Coordinator will help create a positive perception of our library and promote the vital role we play in the Chelsea community by highlighting the value of our staff, services, and collection. In this position, you will support the library staff and board of trustees by developing talking points and reinforcing consistent messaging throughout our community. As a library, we are focused on our relevance to our community and developing sustainable practices so our services will have a lasting impact.

We are looking for a dynamic, energetic, organized and engaging individual to add to our team. This person will bring innovative ideas and understand that the Library visit should offer more than information transactions- it is an opportunity to touch and connect with lives. The perfect candidate will serve our community by initiating and expanding partnerships and collaborations that help us connect with our citizens and bridge differences in our community.

We look forward to hearing how you can further our organization's goals with your professional skills and customer service philosophy.

Please send resume with cover letter and portfolio* to:

Chelsea District Library
221 S. Main St.
Chelsea, MI 48118
Attn: Terri Lancaster
Phone: 734-475-8732
Fax: 734-475-6190
Email: tlancaster@chelsea.lib.mi.us
Closing Date: November 15th by 5PM

***Please submit a portfolio of design and writing samples with your resume.**

Candidates chosen for interviews will also need to prepare a visual presentation. Presentation topic will be given when interviews are scheduled.

10/15/2013