

**Canton Public Library Job Posting**

**August 25, 2014**

Job Title: Marketing Assistant

Supervisor: Laurie Golden, Department Head – Community Relations

Starting Wage: $12.05 – $13.50 per hour

Scheduled Hours: Twenty (20) hours per week

Apply to: Sheryl Rzetelny, Department Head – Business Services

Application Deadline: **6:00 pm on Sunday, September 7, 2014**

**Application packets must include**: a cover letter, an official CPL employment application (available at [cantonpl.org](https://www.cantonpl.org/sites/default/files/CPL_Employment_Application.pdf)) and a resume.

**POSTION SUMMARY**

Under the management of the Department Head – Community Relations the Marketing Assistant will work in a support capacity on all projects related to library marketing campaigns, social media, data collection and reporting, internal and external communication and event planning and execution. The Marketing Assistant will work closely with the Department Head and Program Librarians to develop a marketing approach for planned library programs and services. The nature of the work requires daytime, evening and weekend hours.

**ESSENTIAL FUNCTIONS**

* Creates marketing materials, paying close attention to library branding and styles
* Maintains media contact list, assists with media outreach
* Writes and distributes press releases, creates signs, flyers, brochures, advertising and other marketing collateral
* Creates and edits blog posts
* Supports the execution of social media strategy and communication
* Takes, edits and posts photos
* Assists with direct and electronic mailings
* Tracks program and marketing data, analyzes data and creates reports
* Compiles and updates media contact list
* Provides support to the Community Relations Department Head, coordinates and completes special requests and/or projects as assigned
* Serves on workgroups/committees and participates in library initiatives as assigned

**REQUIRED EDUCATION/KNOWLEDGE**

* Associates degree or equivalent combination of education and experience required
* Demonstrated application of marketing principles
* Demonstrated excellent verbal and written communication skills, editing and proofreading skills; presents statistical data effectively.
* Demonstrated project support skills
* Demonstrated ability to think creatively and strategically
* Demonstrated strong research and problem-solving skills
* Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions
* Adapts to changes in the work environment; manages competing demands and multiple ongoing projects; Able to deal with frequent change, delays or unexpected events; able to handle deadlines.
* Working knowledge of common computer applications including Microsoft Office, the Internet and social media.
* Attention to detail
* Ability to collaborate in team environment
* Ability to use digital camera

**PREFERRED QUALIFICATIONS**

* Bachelor’s Degree or equivalent combination of education and experience
* Proficiency in use of digital camera

**ESSENTIAL PHYSICAL FUNCTIONS**

* Ability to lift and carry boxes up to 25 lbs. and set up tables and chairs for programs.
* Ability to sit, stand and walk for long periods of time, and the ability to bend, reach, stoop or crouch when assisting patrons.
* Sufficient clarity of speech and hearing which permits the employee to communicate in writing and verbally.
* Sufficient vision which permits the employee to produce and review a wide variety of materials in both electronic and hard copy form.
* Ability to work effectively under stressful conditions in a fast-paced environment

**APPLICATION INFORMATION**

Complete application packets - **including** [**application form**](http://www.cantonpl.org/aboutus/jobs/index.html)**, cover letter, and resume** - postmarked or received by **6:00 pm on Sunday, September 7, 2014** will be eligible for consideration.

**Submit application packets to:**  
Sheryl Rzetelny, Department Head – Business Services  
Canton Public Library  
1200 S. Canton Center Rd.  
Canton, MI 48188  
[rzetelnys@cantonpl.org](mailto:rzetelnys@cantonpl.org)

*Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions. This job description is not a contract between the library and the employee. The library reserves the right to revise this job description at its discretion.*

*The Canton Public Library is an EEO employer.*