**Job Posting: Grosse Pointe Public Library Marketing and Programming Coordinator**

**Description**

There is an exciting opportunity to join our team in a newly created position! We are looking for someone with a strong commitment to public relations, customer service, writing, social media, branding and content creation with a passion for connecting people to the transforming power of knowledge.

It is a wonderful time to join the Grosse Pointe Public Library with technological innovations and creative public services growing constantly! The Marketing and Programming Coordinator position provides the opportunity to plan and execute marketing campaigns, create press releases and foster strong relationships with a variety of media outlets. This position will help to generate and coordinate creative programming and service ideas. The Grosse Pointe Public Library recently adopted a progressive and ambitious five-year strategic plan, anticipating growth in staff and significant investment in technology and services. The mission of the Grosse Pointe Public Library is to expand learning, inspire creativity, and connect our community.

**Requirements:**

* Minimum of 3 years’ experience in marketing, communications or related field
* Completion of bachelor’s degree, preferably in marketing/public relations
* Experience working with civic leaders and community organizations
* Demonstrated ability to connect positively with library and community leaders and organizations, library staff and administration, library patrons and the general public
* Results oriented; able to establish clear expectations, objectives and priorities, set achievable goals and track progress
* Experience developing social media strategy across all platforms (Facebook, Instagram and Twitter) - digital portfolio
* Strong writing ability – provide samples

**Essential Knowledge, Skills, and Abilities:**

The employee is expected to perform or possess the following:

* Communicates the value of the library to the community
* Manages all marketing materials to ensure consistency
* Serves as the central clearing point for all library communications to ensure a consistent library identity and branding
* Oversees the creation, delivery, and assessment of the library’s programming for all audiences
* Identifies opportunities for new community partnerships and grows new leads
* Tracks, measures and analyzes the efficacy of various campaigns, with an ability to utilize data and intuition to inform decisions
* Build and manage social media profiles and presence
* Work with community marketing groups and content managers
* Strong service orientation and ability to work effectively in a team environment
* Sensitivity and strong commitment to working with a diverse staff
* Demonstrate strong organizational, planning, and project management skills
* Knowledge of current library, social media and marketing trends
* Adhere to all workplace safety rules, safety laws, regulations, standards and practices
* Observes call-in policy and demonstrates reliable work schedules
* Knowledge of library services, programs and offerings with ability to describe and explain to patrons
* Knowledge of patron needs and ability to anticipate and address those needs in planning programs and services

**Compensation:**

$45,000.00 based on qualifications and experience, plus a generous benefits package and paid time off.

**For a full position description, please visit gp.lib.mi.us/job-opportunities**