



## Marketing and Programming Coordinator – Full-Time

40 hours per week, includes evenings and weekends.

\$40,000 based on qualifications and experience, plus generous benefits package and paid time off.

Open until filled, first consideration to those received by May 17<sup>th</sup>, 2019

Complete application online along with cover letter and resume: [Apply Here](#)

### General Job Description:

Come join the Redford Township District Library team as we look to expand our outreach with this newly created full-time position. The Marketing and Programming Coordinator position provides the opportunity to plan and execute marketing campaigns that attract users to the library. This position will help to generate creative programming ideas and oversees community outreach. The mission of the Redford Township District Library is; Inspiring Ideas, Enriching Lives, and Creating Community. We are looking for an individual who is a champion for literacy and committed to social equality.

### Duties:

- Creates and markets library campaigns.
- Ensures consistent library identity and branding across all media platforms.
- Collaborates with departments about outreach services and opportunities.
- Works with staff to create, deliver, and assess the library's programming for all audiences.
- Informs and educates staff about library campaigns and strategic directions.
- Works with other staff to develop and guide social media strategy and content. Serves as primary administrator of the library's existing social media accounts, digital signage, targeted emails, and the promotional aspects of the library's website and online catalog. Explores new platforms.
- Represents the library at public functions and to the media. Develops relationships with public officials and media contacts, solicits coverage of library services and programs in other organization's publications. Distributes news releases to the media.
- Oversees all community outreach to organizations, and directly coordinates the library's involvement in larger events such as parades, local festivals, and farmer's market.
- Manage volunteer applications and coordinates with library departments on volunteer opportunities.
- Coordinates and edits the creation of the newsletter and library promotional materials such as brochures, bookmarks, and online campaigns.
- Handles publicity for all library closings, board meetings, and library-wide campaigns on the events calendar and in-house signage.
- Arranges outside graphics and printing jobs when necessary.
- Assists with special library functions and fundraising efforts.
- Attends professional continuing education seminars related to departmental tasks and objectives.
- Attends and participates in consortium and system-related committees and meetings.
- Provides information services to the public: receiving and answering questions regarding library collections, services, and programs.
- Manages special projects and other duties assigned by Director

## **Organizational Relationships:**

Reports to the Director and works in close cooperation with the technology and programming staff in all other departments.

## **Qualifications:**

- Minimum of 2 years' experience in marketing, communications or related field
- Completion of bachelor's degree, preferably in marketing/public relations
- MLIS preferred, but not required
- Computer fluency in Windows, MS Office and social media apps.
- Knowledge of graphic design and layout and ability to create signage and publications using programs such as MS Publisher or InDesign.
- 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)
- Strong writing ability.
- Valid driver's license.

## **Physical Requirements:**

- Manual: able to operate computer keyboard and mouse.
- Visual: able to detect color coding, read documents, and a computer screen.
- Communication: Fluent in English, both written and oral. Able to speak and be heard and hear the speech of co-workers and patrons in person and over the phone. Able to be heard by a larger group of people without the aid of a microphone.
- Pushing/pulling, lifting and carrying: able to lift lightweight folding tables, manipulate a canopy tent (with assistance) and push carts of supplies to events outside the library.