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**November 1, 2021**

**Marketing & Community Relations Coordinator**

The Farmington Community Library is seeking a creative and energetic Marketing and Community Relations Coordinator.

**Position Available:**Marketing & Community Relations Coordinator

**Salary Range:**$42,788 – $62,898

**Full-Time Position**40 hours per week, including some evening and weekend events

**Fringe Benefits:**Excellent

**Please include your cover letter, resume, and application. Application available at:** <http://history.farmlib.org/pdfs/Employment_Application_3_2018.pdf>

**The deadline for application packet is November 23, 2021 to:**

Crystal Peterson

                                   Crystal.Peterson@farmlib.org

                                   Farmington Community Library

                                   32737 West 12 Mile Road

                                   Farmington Hills, MI 48334

**Job Summary**

 The successful candidate will be responsible for all aspects of communication through print and digital modes; website design and messaging; market surveys; data analytics; and collaborating internally to meet market demands. Responsibilities may include supervising staff; managing projects; and preparing marketing strategies.

**Essential Duties/Responsibilities May Include:**

 • Sets and guides the strategy for all marketing efforts and messaging to consistently communicate the Library’s mission and brand on social media and website

• Writes and distributes news releases regarding programs, services, special events, etc.

• Manages internal print and electronic written and graphic communications to promote programs and reach intended audiences

• Manages the Library’s social media outlets, including creating relevant content and responding to comments and direct messages from the public

 • Creates and disseminates surveys to capture interests in existing and potential markets; analyze and communicate results; prepare and deliver presentations to various audiences, and perform related marketing tasks

• Develops and maintains media and business partnerships that enhance opportunities for the library’s expanded success

 • Plans major events, such as fundraising galas or community-wide events in collaboration with the heads of Adult, Children's, Young Adult, Outreach and Administration

•Runs Public Relations campaigns

 • Is aware of emerging trends of library service and works with other staff to analyze library operations in preparation for addressing those trends

 • Identifying funding opportunities, including capital fund drives, grants, gifts, sponsorships, corporate partnerships, etc.

 • Manages assigned projects, including: setting project timelines; assigning project roles; and monitoring project progress. May include training, facility use, and other broad tasks

 • Chairs Publicity committee; oversees work/goals of committee

• Participates in local, regional, and national organizations; may serve in leadership roles on committees and/or make presentations to large audiences

 • Demonstrates knowledge of materials and Library services, with a competency sufficient to direct and train both professional and assistant staff in these areas

 • May supervise staff, including mentoring, training, and evaluation of performance

This job description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.

**Minimum Qualifications:**

 • Bachelor’s degree in Marketing, Business, or other related programs; 2+ years of progressively responsible experience in public relations and innovation; or combination of education and experience equivalent to perform the essential duties of the position.

• Some supervisory experience required.

 • Valid driver’s license required.

**Required Skills and Knowledge:**

 • Knowledge of marketing principles and processes

 • Knowledge of electronic communication tools

 • Experience with organizational promotion and branding

 • Excellent written and public speaking communication skills

 **Physical Activity Requirements:**

 Light Work: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.