

# Loutit District Library

## Job Description

**Job Title:** Marketing Assistant

**Reports to:** Librarian I - Marketing/Programming

**Job Summary:**

*The position of Marketing Assistant is a paraprofessional position. Under the supervision of the Librarian I - Marketing/Programming, this position serves as a vital member of the Marketing Committee and a support to library marketing, promotional requests, and initiatives.*

**Primary Responsibilities:**

- Participates in the development and promotion of the library's image as an essential member of the Marketing Committee. Assists with achieving the strategic goals of the marketing committee.
- Designs, produces, and promotes a variety of items relating to library programs and services; including library newsletters, brochures, signs, logos, postcards, and flyers.
- Assists with management of library social media platforms (Facebook, Instagram, YouTube); including content creation, scheduling, user interaction management, and monitoring posts to highlight library materials, programs and services.
- Coordinates with other staff members to develop content relevant to current library events, services and announcements.
- Works with Librarian I - Marketing/Programming to draft and schedule email communications to patrons.
- Creates and updates content for the library's digital displays.
- Explores the use of emerging and dynamic technologies and keeps up to date with best practices for social media.
- Identifies trends in library and non-profit marketing. Works with Librarian I – Marketing and Programming to gather and analyze market research data and user experience.
- Supports programming efforts by preparing and managing inventory of marketing materials and submitting information to area event calendars and the library website.
- Maintains community and library boards for programming materials, library notices, and community postings.
- Proofs documents for accurate spelling and grammar.

**Secondary Responsibilities:**

- Reads library journals/publications for professional development.
- Participates in staff meetings and trainings.
- Attends local, regional and state workshops and conferences.
- Performs other duties as assigned.

**Knowledge, Skills, and Abilities:**

- Knowledge of public library principles and practices. Ability to learn and apply local library policies.
- Thorough knowledge of Microsoft Office products, Google suite, design/publishing programs, Internet browsers, email, web-based information services, popular mobile applications, digital services, and devices.
- Organizational ability to set goals, meet deadlines, and work independently with a high attention to detail. Must possess an ability to prioritize and complete simultaneous projects and work under pressure to meet deadlines.
- Ability to express ideas clearly and effectively to individuals and groups through verbal, written, and visual communication. Excellent grammar and professional writing/editing skills.
- Ability to coordinate and communicate with other library staff members and work effectively as a member of a team.
- Ability to utilize image-editing tools (such as Canva or Adobe Creative Suite) to create attractive and informative graphics.
- Ability to use WordPress and its content editing features to create and edit website content.
- Ability to think critically and creatively to incorporate new ideas and solve problems.

**Requirements:**

- Minimum of Associate's Degree. Bachelor of Arts or Bachelor of Science degree in communications/marketing/public relations or other related field preferred.
- Public library, academic or nonprofit experience preferred.
- Excellent knowledge of social media and social media best practices. Experience with market research databases and social media management tools preferred.

**Physical Requirements:**

- Ability to lift, carry, and transport up to 40 pounds.
- Ability to enter and access information on a computer.

**Working Conditions:**

- Climate-controlled building. May work off campus in a variety of environments.
- Fast-paced library setting with distractions.
- Ability to work harmoniously with other library employees and patrons.
- Supports an equitable, safe, diverse, and inclusive workplace.

**Reporting Relationship:**

Reports to Librarian I - Marketing/Programming. In absence of that person, reports to the Assistant Director, Finance and Human Resources.

*The above is intended to describe the primary job functions, the secondary functions, and the requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.*

**Approvals:**

_____	_____	_____
Library Director	Date approved	Date reviewed

_____	_____	_____
District Library Board	Date approved	Date reviewed