



Position Available
Community Relations Specialist
Orion Township Public Library

Position: Community Relations Specialist
37.5 hours/week
Department: Administration
Salary: \$40,900 - \$44,100 depending on qualifications

Description

The Community Relations Specialist is responsible for creating, managing, and executing all marketing and communication initiatives for the Orion Township Public Library. Working closely with the library leadership team, the Community Relations Specialist will develop a sustained marketing plan, and create promotional materials and social media campaigns for upcoming library events

Primary Job Duties:

- Develops annual marketing plan for library and tracks marketing budget
- Designs and distributes print and digital marketing materials for community-wide distribution
- Coordinating with departments, creates publicity for library programs
- Coordinates library participation in community activities
- Develops library's social media strategy and schedules regular posts
- Coordinates staff media appearances
- Responds to media queries
- Attends community events and engages with community to further tell the library's story
- Develops and oversees fundraising campaign on behalf of the library

Required Qualifications:

- Bachelor's degree in Marketing, Business, Communications or related field or an equivalent combination of education and/or experience.
- Excellent organizational and analytical skills, and excellent oral and written communication skills.
- Familiarity with implementing communication and marketing strategies in multimedia, web, and print forms.
- Strong computer and design skills and demonstrated ability to market on all social media platforms.
- Demonstrated ability to work simultaneously on multiple projects, platforms, and initiatives.

Dates: Applications received before April 6, 2022 will receive first review.

Apply To: Joyce Becker
Orion Township Public Library
825 Joslyn Road
Lake Orion, MI 48362
248-693-3000
Electronic submissions accepted: jbecker@orionlibrary.org

Please submit an application, cover letter, and resume. The application is available at:
<https://orionlibrary.org/library-employment/>.

This is an at-will position.

Orion Township Public Library is an Equal Opportunity Employer.