

MOUNT CLEMENS PUBLIC LIBRARY

Job Description

JOB TITLE: MARKETING COORDINATOR
HOURS: Full time, 37.5 hours per week
REPORTS TO: Assistant Library Director
SALARY: \$35,000 - \$45,000 (Depending on experience) plus benefits

NATURE AND SCOPE OF POSITION:

Under direction of the Assistant Library Director, this position facilitates all of Mount Clemens Public Library's external communications efforts to achieve consistency in messaging and branding in the most cost-effective ways. This person enjoys collaboration and community outreach.

SPECIFIC DUTIES:

1. Plans and implements a proactive media relations program, including, but not limited to, writing news releases for all programs and events, creating flyers and posters for library activities, and building and managing social media profiles and presence.
2. Designs and develops PR and other marketing efforts to promote Mount Clemens Public Library and ensures marketing consistency. Works with Mount Clemens Public Library staff to identify services, programs, and resources to generate the biggest impact for Mount Clemens Public Library's marketing efforts.
3. Develops and maintains strong working relationships for the Library with local media partners to get frequent and/or regular mentions of the Library, its programs and services. Maintains an up-to-date database of relationships.
4. Manages the content and design of the Library's quarterly newsletter as well as the bi-weekly E-newsletter.
5. Promotes community awareness of library resources, services, programs and value to the community.
6. Monitors media coverage of library programs.
7. Updates online calendars, local community calendars and events web pages to ensure accuracy. This includes handling meeting room bookings for events.
8. Tracks, measures and analyzes the efficacy of various campaigns, with an ability to utilize data and intuition to inform decisions.
9. Works with community marketing groups and content managers
10. Maintains knowledge of current library, social media and marketing trends.
11. Writes PR for events and sends out to appropriate places.
12. Runs social media with the help of the programming team which includes Facebook and Instagram, makes sure content is appropriate, creates events, and spreads events and pictures.
13. Works with the team to make sure the website is up to date.

JOB REQUIREMENTS:

1. Completion of bachelor's degree, preferably in marketing, communications, public

- relations or related field
2. Experience developing social media strategy across all platforms (Facebook, Instagram and Twitter)
 3. Outstanding written and oral communications skills, including presentation skills
 4. Positive public service orientation

DESIRED CAPABILITIES:

1. Previous experience with non-profit organizations, ideally with library experience.
2. Passion for public library mission
3. Experience working with civic leaders and community organizations
4. Demonstrated ability to connect positively with community leaders, organizations and the general public
5. Results oriented; able to establish clear expectations, objectives and priorities, set achievable goals and track progress
6. Knowledge of print and online information, Microsoft Office and other desktop publishing programs.
7. Analytical skills for project management, problem-solving.
8. Strong organizational, time management and interpersonal skills.
9. Able to identify networking opportunities and communicate with others in the profession and the community.
10. Must be a self-starter, able to manage multiple projects effectively and to meet deadlines
11. Ability to prepare presentations and speak in front of groups.
12. Ability to work under limited supervision, exercising latitude in judgment to determine work methods and results.
13. Ability to interact harmoniously and communicate well with staff and patrons; ability to conduct oneself with courtesy and tact.
14. Ability to recognize and re-assign priorities based on the needs of the organization
15. Physical ability to push/pull fully loaded book carts and lift/carry materials weighing up to 40 pounds.
16. Flexibility to adapt to changing situations and to vary work schedule; must be willing and able to work nights and weekends if needed—including some Saturday hours for special events.
17. Valid driver's license, acceptable driving history and personal automobile for job-related transportation.

Working Conditions:

Generally will work within a normal office environment. May also work in outdoor environments from time to time. Job requires walking, standing, sitting, bending, stooping, and reaching. Frequent sitting/standing in one position for extended periods. Requires the use of a video display monitor, keyboard, and mouse. Occasional travel required to attend meetings, workshops, conferences or webinars as needed.

To apply:

Send resume, cover letter, and sample portfolio of work to kbarnes@mtclib.org

The Mount Clemens Public Library does not acknowledge receipt of applications.

The Mount Clemens Public Library is an equal opportunity employer.