

PALATINE PUBLIC LIBRARY DISTRICT

JOB DESCRIPTION

TITLE: Marketing Associate

DEPT.: Communications & Marketing

REPORTS TO: Comm. & Marketing Manager

CLASSIFICATION: Non- exempt

Objective:

Perform responsibilities of the position and provide professional support as a team member of the Communications and Marketing Department, in accordance with the policies and procedures of the Library District.

Duties:

1. As the newsletter editor provide expertise and accuracy writing and coordinating copy to ensure an excellent publication.
2. Compose monthly press releases to promote Library programs and services and publish to various online news channels.
3. Maintain and distribute posters, signs, and other promotional materials to ensure up-to-date publicity of programs and services.
4. Support maintenance of digital display monitors daily. Create and monitor web content.
5. Assist in the implementation of the Marketing Plan.
6. Regularly review and research marketing trends to generate marketing and cross-promotion ideas and recommend overall strategies to promote the Library, events, and services.
7. Gather statistical information from surveys and other tools for evaluation purposes.
8. Communicate directly with partner organizations and businesses. Recommend and implement strategies to improve partnership opportunities in the community, including procuring prizes and incentives to enhance programs and initiatives.
9. Conduct community engagement for the Library through various channels, such as outreach to local businesses and nonprofits, participation in community events, and serving on local boards or committees as needed.
10. Purchase supplies for the department and identify vendors for promotional items as needed.
11. Collaborate with staff and participate in Library committees to foster effective communications with public service departments.
12. Provide photography and videography services to promote and archive events, services, and physical spaces of the library and branches.
13. Develop a working knowledge of all art equipment owned by the District.
14. Continue professional development by attending conferences, workshops, and other educational opportunities in order to maintain expertise in appropriate areas.

Performs other miscellaneous duties as assigned.

Minimum Qualifications:

Education:

Requires expertise typically acquired through completion of 2 years of college level coursework, Associate Degree or equivalent.

Experience:

One to two years experience in marketing, public relations or related field required. Prior experience with digital resources required.

Skills:

Office & Library

- Ability to work with efficiency, skill, accuracy, and appropriate speed
- Knowledge of and ability to carry out policies and procedures

Communication

- Ability to work collaboratively as a member of a team
- Communicates effectively in English, both orally and in writing
- Ability to read and understand written information and instructions
- Ability to read information from computer monitors
- Ability to adapt communication style
- Ability to communicate skillfully, accurately and pleasantly in person, on the telephone, via email, and online

Customer Service

- Ability to use good judgment creating and following procedures in support of library policies
- Ability to empathize and relate to patron needs, exploring beyond the initial question to determine the actual information desired
- Ability to work effectively and courteously with the public and staff
- Ability to work efficiently and calmly during busy periods and with frequent interruptions
- Ability to handle emergency situations in a calm, capable manner
- Ability to provide excellent customer service at all times

Organizational

- Ability to handle multiple tasks and efficiently organize work
- Ability to exercise initiative and to make appropriate independent decisions
- Ability to work in a supportive manner with colleagues
- Ability to consistently complete and follow-up on departmental jobs
- Knowledge of library policies and procedures

- Knowledge of materials/services available at the Library
- Knowledge of physical organization of the building and functions of the various departments within the Library

Technology

- Ability to type and enter data into computer accurately
- Proficiency in the use of personal computing technologies, including: desktops, laptops, tablets, current operating systems, and Internet applications required
- Knowledge of Windows platforms and Windows Office Suite (Word, Excel, PowerPoint, Outlook, Publisher and Internet Explorer). Adobe Creative Suite preferred.
- Knowledge about and/or experience communicating via social media channels
- Knowledge of, or ability to learn, website content management software (Drupal preferred), to contribute content to the Library's web sites
- Ability to troubleshoot minor problems with computers and peripherals
- Demonstrates ease and comfort with emerging technologies

Supervisory Responsibility:

None.

Contacts:

Internal:

Library staff and management

External:

Patrons, vendors, Local Artists, other libraries, and the community

Physical Requirements:

The physical requirements described here are representative of those that must be met by an employee to successfully perform the functions of this job.

Physical requirements include: speaking, hearing, vision and keyboarding ability sufficient to adequately perform the job, ability to push/pull up to 50 pounds and lift and carry up to 20 pounds occasionally.

Working Conditions:

Work is performed in a typical library environment. Full-time position. May require some weekend and evening work. Must have valid driver's license and proof of auto insurance or have the ability to arrange own transportation between Main library, branches, and other locations as needed.