



Job Title: Marketing and Outreach Specialist

Department: Administration

Classification: Part Time, Non-Exempt, Employee Classification C

Hours Per Week: 20-26, Some Evenings and Weekends

Pay Range: \$18 - \$22 Per Hour Starting, \$18 - \$28 Full Range

Reports to: Library Director

Supervises: N/A

Job Summary

The Marketing and Outreach Specialist plans, organizes, and coordinates initiatives that promote the library's programs, collections, and services; designs, produces, and distributes print and electronic marketing materials; maintains the library's online presence; and promotes and represents the library in a positive and professional manner. This position requires strong attention to detail, excellent communication, collaboration, and organizational skills, and the ability to effectively use marketing and library-related technology.

Essential Functions & Responsibilities

- Develop, plan, and implement marketing strategies and schedules under the general direction of the Library Director and in cooperation with all departments.
- Maintain and implement the library's style guide.
- Write, design, and edit the library's print and electronic newsletter(s), service brochures, signage, fliers, bookmarks, and other promotional material.
- Maintain and update library website, calendar, social media platforms, and any other online presence; complies with ADA requirements.
- Create content for and updates to the library's digital sign.
- Compose and distributes press releases and public service announcements as directed.
- Maintain and shares website, social media, and other marketing-related statistics for the purposes of evaluating marketing impact.
- Develop positive working relationship with local media and community partners.
- Represent the library in a positive and professional manner whether working in the library, attending off-site events, or working remotely.
- Contribute to strategic planning and other library-wide projects, initiatives, and events; share new and innovative ideas for collections, programs, services, and outreach; collaborate to solve problems and develop policies and procedures.

- Keep Library Director informed on projects, challenges, successes, budget and equipment needs, etc. related to assigned areas of responsibility.
- Performs basic circulation tasks, including but not limited to, checking items in and out.
- Provide excellent customer service, reference, and library-related technology support for patrons of all ages in person or via telephone, email, or any other form of electronic communication.
- Attend scheduled meetings and trainings, as required.
- Participate in professional development, continuing education, and networking opportunities as appropriate to keep current on library and marketing trends, issues, and best practices.
- Understand, demonstrate, and communicate all policies and procedures.
- May act as Person in Charge.
- Perform other duties as assigned.

Skills, Knowledge, and Competencies

- Communicate clearly, effectively, and professionally in English both verbally and in writing.
- Adapt communication and/or writing style based on the target audience and communication medium.
- Keep current on marketing and social media trends and apply them appropriately when promoting the library.
- Fluently use and troubleshoot technologies to complete work, including design software, photo/video editing software, word processing software, library databases, and online tools.
- Develop and maintain respectful, collaborative relationships with library staff, patrons, community partners, and vendors.
- Provide respectful customer service to all patrons in a timely, accurate, and confidential manner.
- Independently plan, organize, and prioritize work assignments.
- Complete detailed work accurately, efficiently, and on time with minimal supervision.
- Read, analyze, and interpret data.
- Discuss, integrate, and promote diversity, equity, inclusion, and accessibility in library services, resources, collections, and programs.
- Adapt to changes in responsibilities, work environment, and social situations with a positive attitude, initiative, and creativity.
- Think strategically and set and achieve goals that support the library's mission.
- Delegate when appropriate, clearly communicating expectations for tasks and projects and providing constructive feedback and recognition for others' work.
- Critically assess situations, solve problems, make good judgement calls, and communicate solutions during normal workflow and in emergency situations to promote a safe and welcoming environment.

Education and Experience Requirements

- Associate’s Degree in related field required; Bachelor’s Degree in Public Relations, Communications, Marketing, or related field preferred.
- Marketing experience preferred.
- Demonstrated experience in social media management, graphic design, and desktop publishing. Familiarity with HTML, CSS, WordPress, Adobe or other editing products, and Microsoft Office preferred.

Physical Requirements

	Constantly (2/3 or more of the time)	Frequently (1/3 – 2/3 of the time)	Occasionally (1/3 or less of the time)
Focus and maintain professionalism in an environment with moderate noise and frequent interruptions.		<input checked="" type="checkbox"/>	
Remain in a stationary position.	<input checked="" type="checkbox"/>		
Move around the workspace.			<input checked="" type="checkbox"/>
Position self to access items on a low shelf, in a low drawer, or on the floor.			<input checked="" type="checkbox"/>
Move items overhead (up to 75” high).			<input checked="" type="checkbox"/>
Move boxes, carts, tables, etc. across the workspace (up to 35 pounds).			<input checked="" type="checkbox"/>
Operate a computer and other office productivity machinery such as a copy machine, printer, scanner, etc.	<input checked="" type="checkbox"/>		
Observe and recognize details at close range (within a few feet of the observer).	<input checked="" type="checkbox"/>		
Communicate information clearly and accurately so others will	<input checked="" type="checkbox"/>		

understand; Communicate with individuals or groups in person, on the phone, virtually, or in writing.			
Travel to local, regional, or potentially national off-site locations.		<input checked="" type="checkbox"/>	
Perform duties in a climate-controlled, indoor setting.	<input checked="" type="checkbox"/>		
Perform duties in an outdoor setting.			<input checked="" type="checkbox"/>

Benefits

- Paid Leave and Holiday Pay
- Participation in the Illinois Municipal Retirement Fund (IMRF)
- Flexible Schedule/Option of Some Remote Work

This job description is not, nor is it intended to be, a complete statement of all duties, functions, and responsibilities that comprise this position. The Brimfield Public Library District retains the right to change or assign other duties to this position at any time.