

PARK RIDGE PUBLIC LIBRARY

JOB DESCRIPTION

Recognizing that formal job titles and job descriptions cannot define every employment situation nor be comprehensive in every case, and having the intent to provide the employee with the opportunity to expand his/her work experience while reserving flexibility to the Library to adapt to future needs, and with the aim that this document not be interpreted as restrictive in any way, the following job description is effective as of December 11, 2018.

The Park Ridge Public Library is an Equal Opportunity Employer and will make reasonable accommodations to disabled persons in performing his/her job responsibilities.

This description updates and supersedes all previous job descriptions of this position.

Department ADMINISTRATION

Job Title Marketing Coordinator

Job Title of Supervisor Business Manager

Qualifications:

Education: Bachelor's degree with emphasis on marketing/public relations
Experience: Minimum 2 years professional marketing experience, including social media required.
Library or non-profit experience preferred.

Essential Functions:

1. Develop and implement a marketing and communications strategy that supports the strategic plan. Coordinate all aspects of marketing Library services, programs and collections in print, online and in social media.
2. Manage the Library's brand, including visual elements and written tone and conventions
3. Coordinate development of the Library's website with departmental representatives
4. Establish structure and support for community engagement efforts conducted by staff. Identify opportunities to build relationships with community partners, including schools, community groups, local organizations and elected officials.
5. Conduct user surveys, monitor and analyze market data and benchmarks.
6. Managing editor for Library newsletter, annual report and other publications.
7. Support media relations
8. Propose and implement approved Printing and Public Relations budget.
9. Maintain relationships with vendors related to market research, printing, and signage
10. Responsible for special event planning and assessment

Additional Responsibilities:

1. Participation in professional development and networking opportunities
2. Other duties as assigned, or necessary to accomplish the foregoing.

Knowledge, Skills, and Abilities:

1. Proficient in use of Microsoft Office applications, social media platforms, Google Analytics and Content Management systems.
2. Ability to set priorities, manage multiple projects and complete tasks in a timely fashion
3. Ability to communicate effectively verbally and in writing
4. Ability to coordinate projects and work effectively, both individually and as part of a team
5. Ability to speak before a group and represent the Library in a professional manner
6. Available to work occasional evenings and weekends as needed for special events

The Library reserves the right to modify this and every job description in whole or in part at any time.