

Marketing Specialist

Direct Supervisor: Library Director
Department: Mead Public Library
Version Date: September 5, 2024
Salary Grade: 11
FLSA Status: Non-Exempt



Position Summary:

This position creates a strong, positive public image of the Mead Public Library in the community and promotes the services that it offers.

Essential Responsibilities:

1. Provide leadership in the planning and follow through of marketing library services.
2. Oversees the creation, implementation, and execution of library marketing plan.
3. Oversee the use of market data to inform and shape marketing materials.
4. Create printed booklets, flyers and brochures for services and programs.
5. Assess analytics and prepare reports on web traffic.
6. Oversee the library's social media presence.
7. Post and/or monitor social media postings on various platforms on a daily basis.
8. Keep up with trends in social media, digital content and emerging technologies. In addition to keeping up with changes in the fast-moving digital world, this position will assist in strategic planning for the library.
9. Oversee building signage and other external and internal communications.
10. Monitor web content changes, perform content and graphic changes and help other staff with updates. This includes daily work on the home page headlines, calendar of events, and various additional webpages.
11. Assist the director on projects such as producing reports, newsletters, market research and video projects to promote the library.
12. Work with the public services team and administration to create and track advertising.
13. Create marketing plans for specific events as needed.
14. Develop guidelines and best practices related to communications related activity and content.
15. Assist with a wide range of editorial projects for various audiences.
16. Assist the director with the identification of goals, plans and policy.

Education & Experience:

1. Minimum education: Bachelor's Degree in Communications, Business, English, Journalism, or a related degree from an accredited college or university.
2. Minimum experience: Three years of job related experience.

Qualifications & Skills:

1. Superb written, editorial and oral communication skills required; the ability to write and speak clearly and concisely for various media.
2. Experience writing and editing web and social media content; particularly for event promotional material.

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3. Advanced skill level with Microsoft Office products and Adobe Creative Suite (Photoshop, InDesign and Illustrator).
4. Excellent knowledge of graphic design principles and practices.
5. Experience using digital photography, video and social media as news channels.
6. Must demonstrate creativity and familiarity with a variety of marketing concepts, practices and procedures.
7. Language Skills: Ability to read, analyze and interpret government regulations, technical procedures, and general government periodicals. Ability to write documents, correspondence and procedure manuals. Ability to effectively present information and respond to questions from employees and the general public.
8. Reasoning: Ability to exercise good judgment, investigate, define problems and offer solutions, research and collect data, analyze information and establish facts and draw valid conclusions.
9. Technology: Ability to create documents in MS Office and Adobe Creative Suite, ability to develop and oversee marketing budget.
10. Other: Ability to take initiative, interpret and apply policies and procedures, be organized, be detail-oriented, ability to prioritize, meet timelines, set goals, implement changes, handle sensitive and confidential situations/information in a positive and proactive manner, work in a fast-paced environment, ask questions, give feedback and work independently, as well as within a team structured environment. Ability to interpret variety of contractual language.

Post Job Offer Requirements:

Job offers for this position are contingent on the individual passing a pre-employment drug screen and background check.

Work Environment:

The work environment and physical demands characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

1. Regularly required to talk, hear, see and sit.
2. Occasionally required to stand and walk, and lift and/or move up to 10 pounds.

Department Summary:

The Mead Public Library provides quality services, resources, and lifelong learning opportunities to meet the needs and interests of our diverse community. The function of the Mead Public Library is to serve our customers in a way that establishes a relationship of mutual gratitude – our gratitude for our customers' patronage, and our customers' gratitude for the quality and value they receive.

Acknowledgement:

The job description includes the essential responsibilities of the position and is not to be construed as all-inclusive. The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific essential responsibilities does not exclude them from the position if the work is similar, related, or is a logical assignment to the position.

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The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

My signature below is both an acknowledgement of my understanding of the job description for this position, as well as my commitment to uphold and promote the mission, vision, and core values of the City of Sheboygan, and work to fulfill the six values of the City's Strategic Plan.

Employee Name: _____ Employee Number: _____

Employee Signature: _____ Date: _____