**Job Description**

**Title**: Marketing Specialist

**Classification**: Professional / Grade 23

**Salary**: Annual $36,088 starting rate ($17.35 / hour)

**Hours / FLSA Status**: 40 hours, non-exempt, generally scheduled weekdays with on-call as needed for emergency or urgent issues, some evening / weekend monitoring of social media sites

**Location**: Administrative Center

**Reports** **to**:  Marketing Manager

**Staff supervised**: None

**Position summary**: The Marketing Specialist is responsible for creating and maintaining online and print marketing content for Geauga County Public Library. Additionally, this position establishes relationships with community representatives across the county including other agencies and media representatives. This person must be comfortable working in electronic media, print, in face-to-face settings and in front of audiences.

**Essential job functions:** This list is illustrative, but not exhaustive, for this position.

* Website / Social Media / Electronic signage / Print
	+ Contribute to the content, appearance, usability, and efficiency of external and internal communications
	+ Write stories to help showcase GCPL’s collection, programming and outreach
	+ Maintain and / or develop GCPL’s social sites: Facebook, Twitter, Pinterest, Instagram, YouTube, Flickr
	+ Collaborate with the Marketing Department on the front and back end of the website
	+ Create and place social media advertisements
	+ Contribute to creating, researching, writing and designing an email newsletter (*Lines & Links – Lite*)
	+ Help maintain email and mailing lists
	+ Contribute to print newsletter (*Lines & Links*)
	+ Extensive editing
	+ Research and develop blog content regarding literacy and library programs for all ages - and sharing staff expertise on social media
	+ Write and contribute to press releases
	+ Positively engage with online users on social sites
	+ Help create, implement and maintain marketing campaigns
	+ Take quality photographs for library campaigns
	+ Support Adult Services, Youth Services and Mobile Services
	+ Help source and fulfil promotional items, as needed
	+ Light coding, as needed
	+ Light design, as needed
* Community Engagement
	+ Attend pertinent seminars, club meetings, workshops (Rotary, school boards, township…) and present on library initiatives, as needed
	+ Help organize and implement events, as needed
	+ Attend library programs, as needed
	+ Partner with other agencies
	+ Give presentations on the value of the library
	+ Schedule, implement, and periodically suggest new community-based programs, partnerships, and other engagement initiatives to management
	+ Stock library information bins (posters, pens, magnets) throughout the county, as needed
	+ Create mechanisms for internal and external evaluation of engagement initiatives and deliver reports on statistics and initiatives
	+ Contribute to the work of the wider communications strategy for the library, including internal/external communications, public affairs, media work and events, as appropriate
	+ Identify card holders who have not used the library in 3 months, 6 months, 12 months – and find ways to engage them in using their library collection and resources
	+ Other duties as assigned

**Qualifications**

* Excellent writing, editing and proofreading skills are a must; publishing experience preferred
* Experience with Facebook, Twitter, Pinterest, YouTube video creation, Instagram, and WordPress (or another content management platform) is essential
* Must be comfortable speaking in front of an audience
* Ability to work with vendors, staff and other libraries
* Experience with Adobe InDesign, graphic design, photography, and videography a plus

**Experience/Education:**

* Bachelor’s degree in English, journalism, marketing or other related field
* Language Skills: Excellent writing and verbal communications skills, ability to compose letters, website material, newsletter articles plus other short written materials, conduct phone interviews, speak professionally and courteously, present information publicly, and respond to questions from stakeholders, staff, general public, and board members.
* Other Requirements: Outstanding organizational skills, strong team player, ability to work independently, familiarity with GCPL and the library industry. Also, ability to work flexible hours – some weekends possible i.e. Distinguished Speaker or at festivals, parades.
* Valid driver’s license with possible background check.
* Physical Demands: The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. (Frequent talking and/or hearing; Regular sitting;    Some standing, walking and lifting boxes of promotional items, books, other items; Requires close vision.

**Work Environment**

Office environment, some travel around Geauga County, occasional travel to conferences and other libraries

**Applicants should send:**

* Cover letter
* Resume
* Links to websites and / or social media sites you have managed or significantly contributed to
* Three writing samples; varied. At least one advertisement and one article (print or electronic)
* Outline a marketing vision for an outreach program to a particular demographic that you choose (seniors, athletes, young parents, millennials…) 300ish words OR
* Outline a marketing vision for increasing the number of digital checkouts via hoopla or Overdrive. 300ish words
* Optional: Any other print samples you contributed to (newsletter, annual report, magazine)

Submit all application materials to christine.reda@geaugalibrary.info