

## FULL-TIME POSITION OPEN

# CONTENT MARKETING STRATEGIST

# (Grade EI)

**Basic Function:**

Writes, edits and produces integrated content across multiple internal and external Lorain Public Library System channels according to brand guidelines to drive positive customer behavior. Creates written, photographic and video content for social media, digital, website, intranet, mobile, print, media and in-person communications. Monitors and responds to social media. Continually gathers market channel/industry data, analyzes and prepares reports. Manages shared database of content, photos, graphics and information. Incorporates new trends, technology and information into daily work.

**Distinguishing Features of the Class:**

This classification is responsible for writing, creating, repackaging, and managing content that is distributed across the Library’s internal and external marketing channels. The Content Marketing Strategist ensures that all content is on-brand, consistent in style, quality and tone of voice, optimized for search and user experience and follows AP guidelines. The position reports to the Marketing Communications Manager who supervisors calendar creation and work prioritization. The Content Marketing Strategist works directly with managers, staff and community contacts. Some nights and weekends required.

**Characteristic Duties and Responsibilities:**

Writes, edits, proofreads, distributes and analyzes media assets including social media, releases, print and digital newsletters, eblasts, advertising and web content.

Under the supervisor’s direction, manages the Library’s editorial calendar across channels.

Produces engaging, timely content including written, photographic, graphic, edited video and live streaming content for all library social media channels.

Populates the Library’s intranet and internet with interactive, fresh, brand consistent content to meet internal and external customer needs.

Participates in web page design to facilitate delivery of library services via the website. Manages the Google AdWords program.

Develops/distributes media releases, news alerts and calendar listings. Monitors and maintains media contact and databases.

Gathers data, interprets analytics and prepares reports to make recommendations based on those results.

Develops standards, systems and best practices (both human and technological) for real-time creation and implementation, distribution, maintenance, retrieval and repurposing of content.

Works with supervisor to establish workflow for requesting, creating, editing, publishing and retiring content. Manages multiple projects, reprioritizes as necessary and meets deadlines.

Works with supervisor to develop and coordinate consistent graphic look/content across all internal and external platforms. Oversees Library information and resources publications.

Serves as liaison to library vendors to troubleshoot problems and implement enhancements and upgrades.

Maintains professional awareness of current library and technology trends through professional reading, conference/workshop attendance, organization participation, etc.

Continually learns and incorporates the latest platforms, technology and marketing solutions.

**Knowledge, Skills and Abilities:**

Thorough knowledge of marketing principles and techniques; ability to apply marketing, web and public relations strategies in the public library environment; expertise in graphic design principles and practices; experience using HTML and CMS; excellent writing, editing and proofreading skills; knowledge of how the media works; able to manage and complete multiple projects within tight deadlines; tact and courtesy; detail oriented; ability to work in a team environment; sound judgment; ability to speak effectively in public; Proficient in Microsoft Office, Adobe Creative Suite and content management software. Able to work nights and weekends on occasion.

**Education, Training and Experience:**

Requires a bachelor’s degree in public relations, journalism or a related field and three to five years of related experience, or any equivalent combination of experience and training which provides the required knowledge, skills and abilities.

**Supervisor**: Marketing Manager

**Other:**

FT position, 38 hrs pr wk $18.80 - $23.50 ($37,148.80 – $46,436) plus excellent benefits. Bachelor's degree in Journalism/Marketing/Public Relations, or related field with a minimum of three (3) to five (5) years’ experience demonstrated by strong writing, editing, proofreading ability. Able to produce engaging, timely, accurate written/photographic/video content for all library communications channels. Develops/distributes press releases. Manages/completes multiple projects within tight deadlines. Works some nights and weekends. Proficient in Microsoft Office, Adobe Creative Suite and content management software.

**CLOSING DATE FOR APPLICATIONS**: Friday, June 8, 2018 or Open until filled

**APPLY TO**: Anastasia Diamond-Ortiz, Director, Interested applicants can apply online at our web address: <http://lorain.lib.oh.us/about-lpls/employment-opportunities>.

**EEO/AA/EQUAL ACCESS AGENCY**