

# Marketing Specialist

**CLASSIFICATION TITLE:** Marketing Specialist

**EMPLOYMENT STATUS:** Full-Time                      **REPORTS TO:** Library Director  
**FLSA STATUS:** Non-exempt                      **PAY GRADE:**

## **DISTINGUISHING JOB CHARACTERISTICS**

Specializes in coordinating overall marketing of library programs, services, and collection. Performs clerical and technical duties for library operations.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

*To perform this job successfully, an individual must be able to satisfactorily perform each essential duty listed below. Reasonable accommodations will be made for disabled persons, covered by the Americans With Disabilities Act, in accordance with its requirements.*

Represents the library by creating all print and digital marketing for library presentations, programs, newsletters, calendars, and signs as requested, including materials for Summer Reading Program.

Serves the general public seeking materials and services by answering patron reference questions through use of print and electronic resources. Obtains age appropriate materials and directs patrons to appropriate areas of library.

Updates and maintains the library's website and social media platforms, and submits press releases to newspapers. Photographs programs and acquires permission to post pictures of participants for marketing purposes.

Maintains confidentiality of circulation records, patron files and other sensitive subject matter.

Increases and maintains knowledge by reading professional publications, journals and other documents and participating in continuing education opportunities.

Works assigned schedule, exhibits regular and predictable attendance and works overtime as required to meet workload demands. Performs other related duties as required.

## **OTHER DUTIES AND RESPONSIBILITIES**

Performs duties of children, adult and circulation desk due to absences or as workload demands, as well as assisting with cargo when needed.

## **SCOPE OF SUPERVISION**

None

## **EQUIPMENT OPERATED**

Computer; printer; laminator; television; digital player; digital projector; paper cutter; OPAC; Ellison machine; telephone, fax machine, copier and other general office equipment.

## **CONTACTS WITH OTHERS**

General public; patrons; vendors; speakers; volunteers; school employees; community groups.

## **WORKING CONDITIONS**

Normal library working conditions. Employee is occasionally exposed to minor cuts as typical in a library. The employee occasionally works in high, precarious places when using stools or stepladders. The employee is occasionally exposed to risk of electrical shock when using extension cords for presentations. Employee may be exposed to inclement weather and road conditions when traveling to program sites.

## **USUAL PHYSICAL DEMANDS**

*The following physical demands are typically exhibited by position incumbents performing this job's essential duties and responsibilities. These physical demands are not, and should not be construed to be job qualification standards, but are illustrated to help the Library, employee and/or applicant identify where reasonable accommodations may need to be considered.*

While performing duties of this job, the employee regularly sits and stands for extended periods of time, and occasionally walks. The employee regularly exhibits digital dexterity and eye-hand coordination when operating a computer, creating presentations and performing other tasks. Vision demands include close, relatively detailed vision when using a computer screen. The employee frequently converses verbally with others in person and by telephone. The employee frequently uses and reaches with hands and arms. Employee occasionally climbs, balances, stoops, kneels or crouches to obtain library books and other materials. Employee occasionally lifts varying weights up to 50 pounds when moving tables, chairs, boxes, equipment or supplies.

## **KNOWLEDGE, SKILLS AND ABILITIES**

**Knowledge of:** library science; standard library practices, theories and principles; Dewey Decimal System; public relations; literature and programming; computer software, programs and applications.

**Ability to:** relate well with people of varying economic and social backgrounds; exhibit a broad reading background; maintain and promote good public relations as library representative; establish and maintain effective working relationships with associates, supervisors, community partners, general public and job contacts; exhibit flexibility in work schedule and job tasks; maintain confidentiality of non-public and sensitive subject matter.

**Skill in:** verbal and written communication; operating general office equipment; maintaining good public relations; general typing; application of job software programs; meeting needs of patrons and general public; filing documents in alphabetical, numerical, chronological and subject order.

## **QUALIFICATIONS**

An appropriate combination of education, training, course work and experience may qualify an applicant to demonstrate required knowledge, skills, and abilities. Preferred qualifications for this position are: Associate's Degree in a closely related field with 1 to 3 years progressively responsible experience working with the public in a professional environment.

## **LICENSURE OR CERTIFICATION REQUIREMENTS**

State Motor Vehicle Operator's License or demonstrable ability to gain access to worksite.

This job description does not state or imply that these are the only duties & responsibilities to be performed by the employee, who will be required to follow instructions and perform any duties required by the employee's supervisor or designee.