

## **Marketing Specialist**

Full-time: 35 hours/week including some evenings and weekends

### **Salary**

Compensation is contingent upon experience and education. Benefits include vacation, holiday, and sick leave; OPERS retirement; life insurance; eligible for medical insurance

### **Qualifications**

- Undergraduate degree
- Professional library experience preferred, or equivalent experiences indicating an ability to assume the responsibilities involved
- Excellent customer services and communication skills
- Provide own transportation in fulfillment of job duties

### **Job Responsibilities**

Under the supervision of the Director, the Marketing Specialist is responsible for the development and coordination of community relations activities, preparing marketing materials, and maintaining a valid digital presence for the library.

Duties include but are not limited to:

- Engage the community through multiple delivery methods, programming opportunities, promotional materials, special exhibits, and adult programs
- Coordinate and represent library participation in community events
- Create all press releases and send to appropriate news outlets
- Design and print informational materials, staff communications, newsletters, and signs
- Generate, print, distribute, and post monthly calendars
- Maintain and change the outdoor marquee and indoor marquee
- Maintain and update the Milton-Union Public Library website, Facebook page, Instagram, and other social media
- Take pictures, secure permissions, and post online
- Participate in continuing education activities to foster professional and personal growth
- Participate in regular staff duties which include but are not limited to: pack and unpack materials for daily shipment, circulation desk duties: helping patrons, checking in and out materials, shelving materials and neatening library spaces

### **Job Requirements**

- Ability to deal tactfully and courteously with the public, and to establish and maintain effective working relationships with coworkers
- Ability to interpret community interests and needs, and to aid in planning appropriate library services and programs
- Ability to handle multiple, simultaneous tasks and meet deadlines
- Excellent oral and written communication skills, interpersonal skills, and organizational skills
- Excellent social media, computer, and information technology skills
- Knowledge of Library policies, services, and programs
- Physical agility and strength to bend, reach, lift, and carry up to 25 lbs.

Interested persons should submit a cover letter and resume to:

**Katy Miller, Director**

**Milton-Union Public Library**

560 S. Main St.

West Milton, OH 45383

937-698-5515

[kemiller@seolibraries.org](mailto:kemiller@seolibraries.org)

[www.mupubliclibrary.org](http://www.mupubliclibrary.org)