

**Job Title:** Marketing Assistant

**FLSA STATUS:** Non-Exempt

**Supervisor's Title:** Director, Asst. Director

**Nature of work:**

The Marketing Assistant duties include assisting with the development of a marketing plan and strategy to increase the community's awareness of library services and programs, providing content for library website and social media, creating promotional materials, conducting media outreach, and other marketing related activities.

Provides support to the total library operation. This position requires evening and weekend hours.

**Examples of Work:**

- Represents the Adams County Library System to the local community. Promotes and maintains a high standard of public relations.
- Enforces Adams County Library System policy and procedures.
- Assists with the development of a marketing plan, strategies, and campaigns.
- Monitors active marketing programs and develops ways to improve those campaigns
- Creates messages that communicate the value of the library to the community.
- Creates promotional and marketing content for different platforms such as social media, website, weekly e-newsletter and press releases.
- Composes and posts online content on the library's website and social media accounts to publicize library resources and services.
- Provides content for library website and other marketing materials.
- Assist with maintaining the website, social media, and blog platforms.
- Works closely with the Development Officer to create fundraising campaign materials, annual appeal graphics, donor and sponsor resources, and FunFest and Signature Event materials.
- Attends workshops, conferences, webinars, and other library-related meetings.
- Attends and contributes to departmental meetings; takes part in special projects and events as assigned.
- Performs other duties as assigned.

**Required Knowledge, Skills and Abilities:**

- Ability to collaborate with staff members on marketing strategy.
- Knowledge of the methods, practices, and techniques of marketing and community relations.
- Ability to develop and implement creative approaches to reach targeted audiences.
- Maintain schedules for marketing initiatives.
- Demonstrable ability to multi-task and adhere to deadlines
- Ability to work well with minimum supervision.

**Education and Experience:**

- Bachelor's degree in marketing, business, or related field preferred.
- Previous experience in marketing or previous library experience a plus.
- Knowledge of relevant marketing tools and applications is a plus.
- Strong written and verbal communication skills.
- A high level of attention to detail.
- Good organizational and time management skills.
- Experience using computers for a variety of tasks.
- Proficient with Microsoft Office Applications, Canva, and other duty specific software.

<b>Physical Requirements</b>	<b>Rarely (0-12%)</b>	<b>Occasionally (12-33%)</b>	<b>Frequently (34-66%)</b>	<b>Regularly (67-100%)</b>
Seeing: Must be able to read reports and use computer				X
Hearing: Must be able to hear well enough to communicate with co-workers			X	
Standing/Walking:			X	
Climbing/Stooping/Kneeling:		X		
Lifting/Pulling/Pushing:		X		
Coordinated movement of fingers and hands: Must be able to write, type, and use phone system.			X	

**Working Conditions:**

- Normal, indoor working conditions, with adequate work space, temperatures, ventilation and lighting.
- Normal office exposure to noise, stress and disruptions.
- Must be able to regularly sit for extended periods; stand; walk; use hands in a coordinated manner; reach with hands and arms; talk and hear. The employee is occasionally required to stoop, kneel, or crouch. The employee must regularly lift or move up to 10 pounds and occasionally lift and/or move up to 50 pounds.

**Required Signature:**

I have read the above position description and fully understand the requirements.

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(Employee)

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(Supervisor)

**Note:** The statements herein are intended to describe the general nature and level of work being performed by employees, and are not to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.

**Last Modified:** December 29, 2020