



METROPOLITAN LIBRARY SYSTEM

Job Description

Job Title: Marketing & Communications Coordinator
Reports To: Director of Communications
Division: Strategic Planning and Services

Position Code: 1180-110
Classification: Non-Exempt
Date: 03/2024

JOB SUMMARY:

Under general direction, coordinates the development and production of marketing and external communications projects. Develops and creates messaging and marketing campaigns that connect guests with relevant library services and measures the results; provides administrative support for the Marketing and Communications Department and responds to internal and external guest inquiries.

ESSENTIAL JOB FUNCTIONS:

- Provides excellent guest service.
- Coordinates library and development related projects.
- Creates creative briefs from conversations with project requestors to streamline communication with all parties.
- Establishes and maintains schedules, milestones and budgets for projects.
- Works closely with libraries and departments to create and/or coordinate promotions of special programs or events while maintaining system-wide brand standards.
- Creates purchase orders and enters invoices.
- Develops email campaigns while using department staff for copy and design if necessary.
- Assists with graphic design projects and production.
- Provides copy writing assistance especially as it pertains to social media posts, blog and newsletter posts.
- Communicates editorial and advertising campaigns to library staff.
- Collaborates on social media content in accordance with Social Media Guidelines.
- Plans and conducts meetings with managers and staff to develop marketing strategies and recommendations of special projects.
- Works with designer(s) and/or outside vendors to help create ads for television, print and social media.
- Collaborates with the Director of Communications to manage and support media-buying opportunities.
- Provides production assistance when needed.
- Ensures that system-wide messaging and branding is consistent.
- Upholds the library's brand, brand architecture, brand image and brand assets.
- Maintains inventory control over supplies and equipment for the Marketing and Communications department.
- Completes all required and assigned training on time.
- Works in a manner safe to the individual and other people; follows safety rules and safe working practices; uses safety equipment as required.
- Defends the principles of the Citizen's Bill of Library Rights, the Freedom to Read Statement, the privacy of library guest records and the code of professional ethics.
- Performs other related duties as assigned.

FREQUENCY OF TRAVEL REQUIREMENTS:

- Occasional travel to other library locations.
- May travel within the state or nationally for appropriate professional development.

INTERACTION:

- Interaction with all levels of staff, stakeholders, and the public.

MATERIAL AND EQUIPMENT USED:

- Computer(s)/Printer(s)
- General Office Equipment

MINIMUM QUALIFICATIONS REQUIRED:

Education and Experience:

- Bachelor's degree from an accredited four-year college or university in marketing, advertising, or a related field; and
- One or more years' experience working in marketing, advertising, graphic design or a related field.

HIGHLY PREFERRED QUALIFICATIONS AND COMPETENCIES:

- Experience with graphic design using Adobe® InDesign/Photoshop/Illustrator.
- Experience with email marketing software.
- Experience with videography and editing using Adobe® Premiere Pro.
- Experience in writing press releases, creative copy and blog posts.
- Experience working with libraries.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- Latest trends and best practices in marketing and public relations.
- Graphic design and production processes.
- All computer applications and hardware related to performance of the essential functions of the job.

Skill in:

- Using Microsoft® Office.
- Producing ideas and solutions.
- Adapting to changes of direction.
- Identifying target audiences.
- Communicating a compelling and inspired vision that engages, motivates and informs through email.
- Scheduling, assigning, monitoring, reviewing and approving multiple projects within required time frames.
- Writing, editing and proofreading using AP Style.
- Utilizing critical and creative thinking skills.
- Communicating clearly and effectively, both orally and written.

Mental and Physical Abilities:

- Ability to be proactive, resourceful, outgoing, positive and professional.
- Ability to multi-task in a collaborative team structure.
- Ability to concentrate and pay close attention to detail with constant breaks in concentration associated with answering phones or speaking in person to customers requiring assistance.
- Ability to read, analyze and interpret professional periodicals and journals, technical procedures and government regulations.
- Ability to travel to various locations and to access reliable transportation to do so.
- While performing the essential functions of this job the employee is frequently required to move from place to place, speak and hear and lift and/or move up to 25 pounds.
- While performing the essential functions of this job the employee is occasionally required to bend, stoop, crouch, crawl, kneel, and lift and/or move up to 50 pounds.

SUPERVISORY RESPONSIBILITY:

- This position has no supervisory responsibilities.

WORK ENVIRONMENT:

- Works in a normal office environment where there are little or no physical discomforts associated with changes in weather or discomforts associated with noise, dust, dirt and the like.
- This position is eligible for Core and Emergency telework.

SUMMARY STATEMENT:

This job description should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this description. Any essential function or requirement of this job will be evaluated as an interactive process, as necessary, should an incumbent or applicant be unable to perform the function or meet the requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodations for the specific disability will be made for the incumbent or applicant so long as accommodation does not create an undue hardship to the System or if doing so causes a direct threat to the individual or others in the workplace and the threat cannot be eliminated by reasonable accommodation.

NOTE: The System reserves the right to amend or change this job description from time to time and/or assign other tasks for the Employee to perform as the System may deem appropriate.