



Job Description Marketing Coordinator

Position Overview:

Primary Location: Richmond Branch
Department: Public Services

Position Status: Staff — Exempt
Employment Status: Full-Time

The **Marketing Coordinator** is an internal library position that is responsible for developing and implementing marketing and advertising strategies that promote the library and strengthen library relevancy in the community. A successful Marketing Coordinator is highly creative and meticulously detail oriented, and knows how to use a variety of marketing tools to communicate with our community in ways that generate excitement about the library. This position requires comprehensive knowledge of content, digital and print marketing, and a commitment to serve library teams. Success is measured by effective work methods, strong team work, positive and effective communication, and an eagerness to learn and develop essential library skills. We work together to promote literacy, provide free access to information, and enable meaningful community connections.

Essential Responsibilities:

- Creates, compiles and delivers innovative and relevant marketing content that connects the community with library materials, programs and services.
- Creates and deploys marketing and advertising campaigns through the library website and various social media platforms, while overseeing social media account activities, posts and customer comment moderation.
- Deploys direct to customer email marketing and email nurturing campaigns, designed to drive results across key library performance indicators.
- Demonstrates comprehensive knowledge of library marketing tools including Adobe Creative Suite, Canva, Patron Point, and other media platforms.
- Works cross-divisionally among all library teams on marketing and promotions, responding quickly and appropriately to opportunities to promote library materials, programs and services.
- Greets and engages with library customers to discover and meet a variety of needs, while demonstrating a sincere desire to serve.
- Promotes library use by offering library cards to new customers and their families.
- Be reliable, provide assurance, work with empathy, and be responsive to customer needs.

Education, Experience and Skills Requirements:

- Bachelor's Degree in marketing or a related field is preferred, or a combination of education and work experience that ensures job competency.
- Previous successful marketing employment experience is required. Previous library experience is preferred, but not required.
- Available to work a flexible schedule that may include evenings, weekends and holidays.
- Ability to travel within Madison County and overnight to conferences as needed.

NOTE: All employees of the Madison County Public Library are required to maintain the capacity, with or without reasonable approved accommodations, to: 1) demonstrate proficiency with computers, common office software, current operating systems, emailing, and internet navigation; 2) operate basic work equipment such as print/scan/fax/copy machines, cash registers, book carts, manual tools, audio/visual equipment, and multi-line communications systems; 3) have sufficient mobility to move throughout the library to meet customer needs, and lift and/or handle library materials; and 4) work in a public library environment that may include the potential for exposure to possible contaminants including (but not limited to) noise, arts and crafts chemicals, ink on printed pages, dust and mold, animals, cleaning chemicals, as well as the spread of communicable disease. **Updated: July 2024**