Chillicothe & Ross County Public Library

Communications & Marketing Clerk
Supervisor: C & M Manager
Position: FLSA Non-Exempt
Pay Band: B

Position Summary

The Communications and Marketing Clerk assists in the execution of communications and marketing projects in support of the library's mission, strategic goals, and initiatives through collaboration with the community, media, library staff, and partners.

Essential Duties & Responsibilities

- Work closely with the Communications and Marketing Manager on written content, including original compositions, and edit/proofread digital and print materials.
- Write a wide variety of print and digital content, including e-newsletters, blog and news posts, articles, and short-form videos for social media.
- Ensure a consistent and positive voice/image across all marketing mediums.
- Work collaboratively with Communications and Marketing staff.
- Participate in planning and developing publicity campaigns, such as National Library Week, Banned Books Week, and similar initiatives.
- Select and distribute materials and supplies that promote the library's image, message, and mission at outreach events, publicity meetings, special events, and promotional displays.
- Represent the library at resource fairs or other community events, as assigned by the Communications and Marketing Manager.
- Assist with content updates and maintain an online calendar of events on the library website.
- Responsible for monitoring the safety and accessibility of our physical and digital spaces. Report findings to supervisor as needed.

- Work in public service areas as assigned: including answering reference and information questions; checking materials in and out; answering the telephone; issuing borrower's cards; processing materials, shipments, and reports; shelving, shelf reading, etc.
- Answer reference questions in person or by telephone and help patrons locate library materials.
- Actively participates in safety and security training and utilizes training to protect the physical library, the library's online infrastructure, staff, and patrons.
- Perform related duties as required.

Qualifications

- High School diploma or GED.
- Two years writing experience, or equivalent college education and experience.
- Ability to work with diverse groups while representing the library.
- Maintain composure and professional conduct during times of stress.
- Ability to communicate effectively, verbally and in writing.
- Deep understanding and appreciation of the library's role in the community.
- Highly organized with strong planning skills.
- Ability to work independently and collaboratively.
- Ability to work with and address the needs of donors, potential donors, staff and administration. Ability to maintain privacy and confidence.
- Valid driver's license.

Supervisory/Management Responsibilities

None.

Interaction

Frequent interaction with other library employees, patrons, and community partners.

Computer/Technology Skills/Equipment/Software Skills

Common technology used in this position includes but is not limited to Outlook, Data Entry, Electronic Resources, SirsiDynix ILS, Microsoft Programs, Intranet (StaffNet), Internet (www.CRCPL.org) Laptop, social media platforms, and other library-related software applications.

Travel Requirements

Travel by automobile is required for training and branch coverage.
Frequency of travel: occasional.

Physical Demands

Ability to occasionally lift/push/pull up to 50 pounds.

Nature of work requires an ability to effectively communicate and exchange information, collect, compile and prepare work documents operating standard business office equipment.

Manual dexterity and physical ability to perform essential duties requiring continual standing, reaching, bending, and walking.

Work Environment

The majority of the work is performed in a general office/library setting.

Requires availability for extended or nontraditional hours as needed to perform job duties.

Requires periodic participation and attendance at related library events and training.

Disclaimer

The information in this summary indicates the general nature and level of work performed within this role. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this position.