

JOB OPENING

Communications Specialist Full-Time

Overview:

The Library seeks a Communications Specialist to be responsible for raising awareness and interest in library programs. The primary responsibilities of the Communications Specialist are to produce targeted email campaigns, in-house print promotional materials, and social media content to increase program registrations. This involves collaborating with program staff to understand program activities and appeal factors, creating and editing program-related content, and assisting with program logistical coordination.

- \$57,000 per year, DOQ
- IMRF Retirement Benefits
- Blue Cross Blue Shield Employee Insurance Discount Program available
- Paid Vacation and Sick Time Benefits
- Some remote/hybrid work possible

Duties:

- Lead production of targeted email marketing campaigns to drive program registrations and increase awareness of Library offerings:
 - Collaborate with program staff to create and manage email content calendar for programs.
 - Edit staff-generated program descriptions to be correct, adhere to style guide, and compelling to audiences.
 - Create engaging email content, including copy and images.
 - Produce, schedule, and send multiple weekly targeted marketing email campaigns in Patron Point.
 - Track and analyze email campaign performance; identify, suggest and implement opportunities for improvement.
- Collaborate with Graphic Designer, creates program-related print and digital materials, including posters, flyers, and social media graphics.
- Create and post engaging program-related content on the Library's social media channels.
- Write program-related feature articles, blog posts, and press releases.
- Take and edit photos and video at select library events; edit existing photos for use in print and online.
- Keep current on communication and social media trends and apply this knowledge.
- Assist with other communication functions and deliverables and actively participate in department planning.
- Attend scheduled meetings and other training, as required.
- Participate in professional development and continuing education, as appropriate.
- Other duties as assigned.

Qualifications:

- Bachelor's degree in Communications, Marketing, Public Relations, Journalism or related field.
- Minimum two years experience creating marketing communications for an organization.
- Previous experience in graphic design and digital image creation.
- Familiarity with a professional email marketing platform such as Patron Point, Constant Contact, or Mailchimp.
- Experience creating engaging social media content across platforms for Facebook, Instagram, and LinkedIn, including Stories and Reels.
- Familiar with tools like Hootsuite, Buffer, or Sprout Social for scheduling content and monitoring metrics for decision-making.

Desired Qualifications:

- Experience with multi-cultural communication strategies.
- Bilingual Spanish/English.

PHYSICAL and ENVIRONMENTAL CONDITIONS

Shared office environment.

Ability to use a keyboard.

Ability to communicate by telephone and other electronic means

Schedule: 40 hours per week on weekdays

Apply to: Apply by submitting cover letter and resume to:

Jill Alfrejd, Communications Manager
Highland Park Public Library
494 Laurel Avenue
Highland Park, Illinois 60035
email: jalfrejd@hplibrary.org

About the Highland Park Public Library

The Library team recruits creative, enthusiastic, and caring individuals whose work will build relationships and enrich lives. We work to create and support an environment of diversity, equity, and inclusion for the benefit of our community and employees. Our goal is to provide relevant collections, programs, and services to all in our community. Our most valuable resource is our team. Join us!