

**SUMMARY**

Under the supervision of the Library Director, this position requires high-level marketing skills. Work involves managing the overall marketing plan and action across the library.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Oversee planning, implementation and evaluation of marketing activities that support library mission and goals. Work with other departments in implementation of activities that further external communications efforts.
- Work with Communication and Department teams to assess library service and program needs of Trussville residents, library patrons and special target groups via formal and informal market research methods.
- Analyze market data and library research statistics to produce informed marketing campaigns.
- Evaluate effectiveness of marketing/communication messages.
- Work with Communications team to assure accuracy and relevance of the library website. Work with Communications team (as needed) to create and oversee the development of marketing materials.
- Manage media channels for promotion of the library and its programs.
- Develop internal communications messages that ensure staff are informed and empowered.
- Coordinate the design, production and distribution of the Annual Report, Bookin' It 5k race materials, and large seasonal events.
- Provide marketing and other related training to staff as needed or directed, to enable staff to best represent the Library to patrons and visiting groups.
- Serve as a resource to staff and provide assistance with department marketing projects as needed.
- Suggest (pitch) story ideas to various media outlets as warranted. This includes the collection and distribution of support materials and may require the generation of press releases.
- Attendance and participation in applicable community events to promote the library.
- Advise library management on marketing budgetary needs.
- Create and maintain a media guide for TPL that includes guidelines and procedures for digital and print marketing.
- Produce and distribute a monthly newsletter and periodical email blasts that promotes library programming & educates about library services and resources.
- Maintain and curate a relevant, engaging social media presence for the library with a holistic perspective. - feedback loop.
- Other duties as required.

**DESIRABLE KNOWLEDGE, SKILLS AND ABILITIES**

Applicant should possess excellent communication and clerical skills; ability and willingness to give attention to details and to ask questions when unsure; knowledge of business English, spelling and math; ability to understand and follow oral and written directions; knowledge of computer applications including hardware and software related to performance of the essential functions of the job. Must be able to work with minimal instruction and supervision and establish and maintain effective relationships with associates and with the public. Applicant must also be able to handle patron feedback in a diplomatic manner. Essential and marginal functions require to remain in a stationary position for prolonged periods of time; ability to transport a bag of books and materials, move a cart with 25 pounds of weight and observe a computer screen. Knowledge of general library operations preferred.

**EDUCATION AND EXPERIENCE**

Bachelor's degree in marketing, communications, public relations or other job-related field. Two to three years of progressive responsible related experience or any combination of education, training and experience which provides the required knowledge, skills, and abilities to perform the essential functions of the job. Applicant must possess a working knowledge of both PCs and Macs. Preferred applicants must be proficient in social media curation and production, and designing platforms such as Adobe Creative Suite, Canva, and Microsoft Office products.

**HOURS AND PAY**

19 hours weekly; Grade 20, Step 1.  
Nights and weekends as required depending on programming.  
Employee may be required to adapt to future schedule.