Job Description

Position Title: Marketing Assistant

Classification: E

Supervisor Title: Marketing and Communications Manager

FLSA Status: Non-Exempt

## REQUIREMENTS FOR ALL EMPLOYEES

1. Ability to openly and respectfully engage with staff, patrons, supervisor and others.
2. Ability to work accurately in a changing and varied environment, and with frequent interruptions.
3. Ability to maintain patron privacy and confidentiality of patron records.
4. Ability to communicate clearly.
5. Ability to use various technologies to complete work.
6. Ability to follow library policies and procedures.
7. Ability to understand, practice and demonstrate the library’s Service Standards and Equity, Diversity, and Inclusion values.

## POSITION SUMMARY

Under the supervision of the Marketing and Communications Manager, this position facilitates superior library service by assisting the Marketing and Communications Manager in implementing the marketing strategy for the library.

Specific responsibilities will be assigned by the Marketing and Communications Manager on the basis of experience, skills, and specific needs of the department and number of hours worked.

## REQUIREMENTS FOR THIS POSITION

1. Knowledge, skill, and development in the following areas which are often gained through a post-secondary degree (eg.  Bachelor’s Degree) or experience:

* **Communication Skills** include accurately comprehending, assessing, and conveying written and verbal information to individuals and groups in a variety of settings.
* **Computer Skills** include using word processing and spreadsheet applications including MS Office Suite and Google Workspace, effectively using email and Google calendar, performing internet searching, using cloud-based communication tools such as Google Chat and Zoom, and maintaining and organizing digital files.
* **Critical Thinking & Problem Solving** includes analyzing and evaluating information in order to assess an issue, make a decision, and take action.
* **Time Management** includes prioritizing tasks, meeting deadlines, and managing time independently.
* **Research Skills** include understanding the information needed, performing internet searches, evaluating the results and sources, and synthesizing the data to present findings and recommend an action.

1. Working knowledge of marketing related technology and software with the ability to problem solve and troubleshoot.
2. Knowledge of branding and graphic design principles.
3. Knowledge of general library philosophy, including the Library Bill of Rights and the ability to transform that knowledge into daily practice in the fulfillment of responsibilities.

## Experience in social media marketing.

## ESSENTIAL FUNCTIONS

1. Plans, creates, and analyzes social media posts including determining effectiveness and assisting with managing comments and online reviews.
2. Assists Marketing and Communications Manager in creating and scheduling marketing emails.
3. Assists Marketing and Communications Manager in writing and proofing newsletter and other marketing copy.
4. Assists the Marketing and Communications Manager in collaborating with community partners by managing community board postings, community displays, and coordinating community wide outreach events.
5. Assists in gathering and recording various statistics and maintaining departmental records.
6. Participates in relevant training, continuing education and/or staff development.
7. Performs other duties as assigned.

WORK ENVIRONMENT

Work is normally performed in a typical interior/office work environment with occasional visits to local organizations and outdoor events. Some remote work may be available. This role routinely uses standard office equipment such as computers, phones, and photocopiers. The employee may be requested to occasionally work evening and weekend hours.

PHYSICAL REQUIREMENTS

1. Constantly operates a computer and other office machinery, such as printers/copiers, paper trimmer, and paper folding machine.
2. Constantly communicates with staff and the public.
3. Constantly discerns items near and far.
4. Frequently moves about building to place marketing materials.
5. Occasionally travels to local events.
6. Occasionally moves objects weighing up to 10 lbs.
7. Occasionally positions self to place or retrieve items.
8. Occasionally handles and inspects physical marketing materials.