

# SPRING LAKE DISTRICT LIBRARY JOB DESCRIPTION

## Marketing and Events Coordinator

### **Position Summary:**

Under the supervision of the Library Director, this position is responsible for coordinating and supporting library-wide programming efforts and effectively promoting and marketing the library as a whole. The Marketing and Events Coordinator leads the library's community engagement and outreach efforts and activities; identifies, builds, and manages partnerships with community members, organizations, businesses, and other entities; provides active, strategic leadership for library-wide outreach activities and community relations.

### **Essential Job Functions:**

*An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.*

1. Develop and implement a marketing plan, with an eye for promotion and branding.
2. Prepare digital content and print publications including newsletters, mailers, brochures, and other materials. Create flyers, calendars, and posters to promote library and Friends of the Library activities. Create content to advertise programs and events, special announcements, changes in service, and promote community awareness of library resources, services, and programs.
3. Coordinate media relations. Keep informed of local developments and activities, and take an active approach with local media to stimulate coverage about the library and its services, events, and projects.
4. Manage online presence of the library with website and search engine updates, as needed. With assistance from other staff, manage social media content on all platforms.
5. Build and maintain relationships and partnerships with community members, organizations, businesses, local colleges and universities, and other entities that provide programming support through resource sharing, referral, and coordination of services and outreach activities.
6. Work independently to plan, coordinate and implement creative and innovative programming to promote the mission of the library.
7. Develop, arrange, host, and evaluate library-wide events, receptions, public meetings, and fundraisers for the library and Friends of the Library organization. Strive to cultivate and create community engagement opportunities; work with other library departments to coordinate programs, events, and activities; assist other departments' outreach efforts as needed.
8. Design outreach activities; develop and implement activities to meet strategic plan goals for outreach and community engagement; prepare reports; gather and provide feedback to library management on partnerships, outreach, and community relations activities.
9. Coordinate all requests and bookings for use of all library meeting rooms. Act as liaison for all library program presenters, displays, exhibitions, promotions, and room requests.
10. Coordinate set up for meeting rooms and events, with assistance from other staff. Organize and coordinate technology setup for all activities, with assistance from other staff.
11. Gather, compile, and interpret data related to the library programming, community feedback, survey responses, and social media.
12. Participate as a member of the Leadership Team, attend meetings, and communicate pertinent information to staff about upcoming activities
13. May serve on committees within the library and/or the community that further the priorities of

the library.

14. Cover public service desks, as needed, performing the full scope of reference and reader's advisory duties as well as providing circulation desk support. Assist with instruction related to digital services, devices, and downloads in group and one-on-one settings.
15. Engage in regular professional development.
16. Perform other duties as assigned.

### **Required Knowledge, Skills, Abilities and Minimum Qualifications:**

*The requirements listed below are representative of the knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the job.*

- Bachelor's degree in a relevant field required. Experience in public libraries or a Master's degree in Library and Information Science from an ALA accredited college or university is desirable.
- Experience building positive community relationships. Knowledge of communication, publicity, and public relations techniques; experience in program planning and making presentations.
- Proficient with Microsoft Office Suite and desktop publishing software. This includes using various web-based platforms, including social media sites and website management software.
- Ability to communicate effectively and present ideas and concepts orally and in writing. Excellent public speaking and presentation skills.
- Ability to establish and maintain courteous and effective working relationships and use good judgment, initiative and resourcefulness when dealing with the public, library staff, community groups and others.
- Ability to exercise a high degree of diplomacy in contentious or confrontational situations.
- Ability to critically assess situations, problem-solve, and work effectively under stress, within deadlines and changes in work priorities.
- Ability to travel on library business or for professional development as needed.
- Ability to work occasional nights and weekends.

### **Physical Demands and Work Environment:**

*The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential duties of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.*

While performing the duties of this job, the employee regularly works in an office setting with a controlled climate where they sit and work on a computer for a prolonged period of time, communicate by telephone, email or in person, and move around the office to travel to other locations. The employee may occasionally require travel to other sites. The job also requires the employee to stand, lift, carry, push, reach, climb, bend and stoop when working with library materials and moving them around. The employee must lift and/or move items manually up to 20 pounds in weight. The noise level in the work environment can vary, depending on the activity.