GARLAND COUNTY LIBRARY
Position Description
JOB TITLE: Marketing Assistant

Exempt(Y/N): No
DEPARTMENT: County Library
DATE PREPARED: December 2021
SUPERVISOR: Marketing Manager

SUMMARY: The Marketing Assistant, under the supervision of the Marketing Manager, assists with public relations and marketing activities that support the Garland County Library's goals and services. Works with all departments in implementation of activities and further communications efforts. Works with staff to develop and maintain effective communications with the community, library partners, and staff. Evaluates the effectiveness of publicity efforts and makes recommendations. Coordinates production of print materials, web content, social media messages, and etc.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

1. Ensures that technical skills are maintained and tasks are completed within the parameters of Library policies and procedures.

2. Coordinates publicity and distribution of information about library programs and services.

3. Prepares and disseminates information about the library through print, broadcast, digital media and evolving media.

4. Designs and provides content for press releases, newsletters, advertisements, electronic displays for both the public and staff, and library publications.

5. Works closely with the Marketing Coordinator and Marketing Manager to identify key events, services, and resources for promotion.

6. Identifies media sources and contacts. Develops relationships with contacts to ensure ongoing library coverage. May serve as primary contact for media inquiries and requests.

7. Shoots photographs and videos for publicity. Maintains organized files of digital images as well as paper/print images.
8. Updates content, images, and design of the library website. Collaborates with IT to evaluate effectiveness through analytics and makes appropriate changes.

9. Creates and maintains images on public PCs, billboards, and display monitors.

10. Monitors and responds to communications on library social media sites and other communication channels.

11. Provides public relations/marketing support for library activities and events including newsletters, drives, mailing, publicity, and signage.

12. Works cooperatively with others, both internally and externally, to produce innovative solutions.

13. Continues to learn new techniques and methodologies related to libraries, public relations, and/or marketing.

14. Other duties as assigned and as needed to ensure the best in library service.

QUALIFICATION REQUIREMENTS:
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE:
Requires high school diploma or general education degree (GED). Education to include an emphasis in art, writing, graphic design, photography, and similar. Associates or higher degree preferred with aforementioned subjects. Mastery of word processing and computer literacy skills required.

OTHER SKILLS and ABILITIES:
Must be well-organized, detail oriented, and have excellent interpersonal skills. Must be able to prioritize work activities and to efficiently accomplish tasks which could include exacting deadlines. Ability to communicate effectively, both written and verbal forms, with library staff, the public, media, and community groups. Ability to speak in formal and informal situations. Ability to write, edit, and proof publications. Ability to participate effectively in all types of meetings. The ability to drive or to secure transportation to out-of-library activities is desirable.
PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel objects; reach with hands and arms; and talk or hear. The employee is often required to stoop, kneel, crouch, climb, balance, walk, and stand.

The employee must occasionally lift and/or move up to fifty (50) pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, and the ability to adjust focus.

WORK ENVIRONMENT:

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

The noise level in the work environment is usually quiet.