

Zion-Benton Public Library District

Job Description

Title: Graphic Design and Marketing Associate II
FLSA Status: Non-exempt, Full-time with Benefits
Schedule: 37.5 Hours per week, requires evening and weekend hours
Reports to: Library Director

Jobs Supervised: None. May oversee support functions as assigned (department volunteers)

Job Summary: Under the supervision of the Library Director, with latitude for independent judgment and decision making, responsible for managing and coordinating the library publications, including print and electronic newsletters and promotional materials such as posters, flyers, and banners. Coordinates with other public services staff in the design and implementation of the library's web presences and social media content and marketing. Makes sure the physical space of the library is well designed, attractive, and welcoming. The person in this position is a team player that has a passion for libraries, marketing, popular media, technology, and the people who use them. He or she keeps abreast with technology trends; and enjoys connection with others who share those interests.

Duties and Responsibilities:

- Designs and implements a consistent library brand and identity
- Plans, manages, coordinates, writes, designs, proof reads, and edits all library publications, including print and electronic newsletters and promotional materials such as posters, flyers, pamphlets, banners, etc.
- Collaborates with library staff from all departments to create and maintain a consistent, professional, and welcoming environment for library users in person and online
- Coordinates with library staff in the creation and look of the library's website, programming calendar, social media content and marketing, and other online tools
- Generates content and responds to library social media accounts including but not limited to Facebook, Twitter, Instagram, etc.
- Supervises internal and external signage
- Uses existing and learns new and emerging technologies in the efficient and effective delivery of marketing information
- Assists in designing and maintaining the library's style guide, and advises staff on graphic standards, color schemes, grammar, fonts, etc.
- Designs forms and templates for staff to use for presentations, reports, etc.

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- Networks to develop connections with area community agencies and organizations, may assist community partners with marketing and graphic design expertise
- Promotes the library district through outreach and by using good public relations practices
- Identifies, develops, creates, and analyzes statistical reports consistently
- Participates in staff, department, and other professional (system, consortium, and community) meetings related to job responsibilities, as assigned
- Active participant in the library programming team, maintains awareness of and promotes library programs, including the calendar of events
- Conducts usability testing
- Uses design thinking principles to test concepts and ideas
- Develops and oversees programs and events
- May staff public service desks
- Performs other duties, as assigned.

Contacts: All library employees, volunteers, members of the public, peers in other libraries and other professional organizations, outside vendors, and service providers.

Working Conditions: Normal office conditions

Physical Demands:

- Requires full range of motion, including standing, sitting, or walking for extended periods
- Must be able to hear, comprehend, and respond to the library user both in person and in telephone conversations
- Must have visual ability to see computer screen, read call numbers, and bar codes on library materials
- Must have dexterity and eye-hand coordination to move materials or operate automated equipment
- Must be able to drive a car and hold a driver's license and automobile insurance

Education, Experience, and Skills Required for Entry Into the Job:

- Associates degree in graphic art, digital media creation, communications, or similar field required; bachelor's degree or equivalent combination of education and experience preferred.
- Fluency in Adobe products such as Illustrator, In-Design, Photoshop, etc.
- Working knowledge of Canva, Microsoft Office products, the Internet and email;

- Working knowledge of HTML or web design languages; preferred knowledge of a Content Management Systems such Wordpress, Drupal, Joomla, etc.
- Highly developed written and oral communication skills
- Print production experience preferred.
- Ability to work under pressure and meet deadlines
- Ability and desire to represent the library on community task forces and committees and at community and professional events
- Ability to show initiative and solve problems
- Ability to work independently, to set priorities, adapt as needed, and see projects through to completion
- Spanish speaking, reading, and writing skills are desired

Adaptability – readily adapts to changes in the work environment; deals positively with delays, changes, or unexpected events; manages competing demands; changes approach or method to best fit the situation.

Analytical – researches, collects, reads, analyzed, and interprets the most complex documents (government regulations, statistical reports, detailed instruction manuals); synthesizes complex or diverse information into easily understandable reports for a variety of audiences; supports decisions and recommendations with data as well as experience.

Oral and written communication – listens to understand and requests clarification when needed; responds thoroughly and accurately to inquiries or complaints; communicates effectively to audiences of various size; effectively presents reports and information to staff, the management team, and the public.

Dependability – takes responsibility for own actions; keeps commitments; completes tasks on time or notifies appropriate person of alternative plan.

Emotional intelligence – aware of own strengths and opportunities for growth; self-motivated to pursue training and personal development; remains open to others' ideas and tries new things; manages own emotions in stressful situations.

Ethics – treats others with respect; maintains confidentiality and inspires the trust of others; works ethically and with integrity; follows administrative policies and procedures; upholds organizational values.

Leadership – displays passion and optimism; gives appropriate recognition to others; provides vision and inspiration to peers and subordinates; mobilizes others to fulfill the vision.

Planning/Organizing – prioritizes and plans work activities for self and other team members; uses time efficiently; delegates tasks to maximize efficiency. Sets goals and objectives; plans for additional resources; develops realistic action plans.

Problem Solving – Anticipates problems and acts to prevent their occurrence; identifies and resolves problems in a timely manner. Gathers and analyzes information skillfully.

Project management – develops project plans; coordinates projects; communicates changes and progress; completes projects on time and budget; manages project team activities.

Quality – demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance.

Technical skills – general knowledge of library networks; expertise with social media platforms and technology for marketing and public relations; strives to continuously build knowledge and skills; shares expertise with others; proficiency with CCS Core Competencies

Special Requirements:

- Access to reliable transportation to work at the library and offsite as needed
- Some local, regional, and occasional national travel is required of this position
- Schedule includes evenings and weekends

General Requirements for all library employees:

- Commitment to providing uniformly gracious and friendly service to all people
- Ability to establish and maintain harmonious working relationships
- Commitment to the library's mission and goals
- Ability to read, write, and speak English
- Ability to give and receive instructions in English
- Alpha-numeric recognition skill
- Ability to exercise good judgment
- Ability to use basic office equipment: telephone, fax, email
- Ability to work independently
- Ability to contribute to and lead a team
- Honest, punctual, accurate, able to maintain confidentiality
- Ability to pass a criminal background check

Safety and Risk Management Responsibilities:

Employees are responsible for understanding and complying with safe work rules and safety procedures; reporting all accidents and injuries immediately; cooperating in all accident and injury investigations; reporting defective equipment and unsafe conditions.

This is a full-time position with benefits, including paid vacation, holidays, sick and personal time, health insurance, and retirement plan options. Schedule requires day, evening and weekend hours. Pay starts at \$20.00 per hour, depending on qualifications.

To Apply: email cover letter, resume, and online application to rsmith@zlibrary.org by June 30, 2022.

Zion-Benton Public Library District is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees