



ZION-BENTON PUBLIC LIBRARY

Title: Marketing Assistant II
FLSA Status: Non-exempt, Part-time, non-supervisory
Reports to: Library Director
Schedule: This is a part-time position (21 hours/week) which requires day, evening, and weekend hours.
Wage: The salary range is from \$18.41 to \$27.10 per hour, depending on qualifications

Jobs Supervised: None – may train and oversee department volunteers

Job Summary: Responsible for managing and coordinating the library's marketing and influencing campaigns under the supervision of the Library Director, with latitude for independent judgment and decision making. Coordinates with other public services staff in the design and implementation of the library's community presence, social media content and marketing.

Nature and Scope: 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. The Marketing Assistant keeps abreast of technology trends and enjoys connecting with others who share those interests.

Essential Functions and Responsibilities:

- Collaborates with library staff from all departments to plan, manage, coordinate, write, design, proofread, and edit all library publications, including print and electronic newsletters and promotional/outreach materials
- Collaborates with library staff from all departments to create and maintain a consistent, professional, and welcoming environment for library users in person and online
- Designs and analyzes surveys for library users and community feedback
- Uses statistics, census, and other data to better understand the needs and wants of different segments of the community to better inform services and marketing of services
- Coordinates with library staff in the creation and look of the library's social media content and marketing, and other online tools
- Generates content and responds to library social media accounts
- 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
- Networks to develop connections with area community agencies and organizations, may assist community partners with marketing expertise
- Promotes the library district through outreach and by using good public relations practices
- Identifies, develops, creates, and analyzes statistical reports consistently to capture usage and interactions in a timely manner



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- Participates in staff, department, and other professional (system, consortium, and community) meetings related to job responsibilities, as relevant
- Active participant in the library programming team, maintains awareness of and promotes library programs, including the calendar of events
- Uses design thinking principles to test concepts and ideas
- Identifies community events and coordinates library message for the event
- 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
- Requires bending, stooping, and reaching to retrieve library materials
- 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 lift boxes of books, paper, or other items weighing up to 40 lbs.
- 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:

- Associate's degree in digital media creation, communications, or similar field required; bachelor's degree or equivalent combination of education and experience preferred.
- Fluency in social media platforms including familiarity with local influencers
- Working knowledge of Canva, Microsoft Office products, the Internet and email; background in computer network experience in a Microsoft Windows environment; knowledge of desktop security policies,
- Highly developed written and oral communication skills
- 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

Special Requirements:



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- 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

This is a part-time position with limited benefits, including pro-rated personal time. Schedule requires day, evening, and weekend hours. Starting pay range: \$20,103.72 to \$29,593.20 (\$18.41-\$27.10/hour), depending on qualifications.

To Apply: email cover letter, resume, and online application to Robin Smith, Library Director, at rsmith@zblibrary.org. The position will be open until it is filled.

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