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## JOB DESCRIPTION

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<b>TITLE:</b> Marketing and Engagement Coordinator	<b>DEPT.:</b> Communications
<b>REPORTS TO:</b> Communications Manager	<b>CLASSIFICATION:</b> Non-Exempt

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**Objective:**

Develops and nurtures relationships with partner organizations and businesses. Creates marketing and communications content as a team member of the Communications Department. Assists in the implementation of the Marketing Plan.

**Duties:**

1. As newsletter editor, coordinates the content and layout while providing expertise, accuracy, and consistent guidelines to ensure an excellent publication.
2. Creates partnerships with local businesses. Participates in Chamber and business events.
3. Recommends and implements strategies to improve partnership opportunities in the community, including procuring prizes and incentives to enhance programs and initiatives.
4. Serves as a Library representative on local boards or committees as needed.
5. Composes monthly press releases and articles to promote Library programs, services, and news and publish to various online news channels.
6. Maintains, inventories, and distributes posters, signs, and other promotional materials to ensure up-to-date publicity of programs and services.
7. Coordinates, promotes, monitors, and creates content for the Library's social media and serves as a member of the social media committee.
8. Regularly reviews and researches marketing trends to generate marketing and promotion ideas. Recommends overall strategies to promote the Library, events, and services.
9. Gathers statistical information from surveys and other tools for reporting and evaluation.
10. Collaborates with staff and participates in Library committees to foster effective communications with the public and staff.
11. Coordinates and schedules tabling requests in the Library lobby for community groups.
12. Provides photography and videography services to promote and archive events, services, and physical spaces of the library and branches.
13. Participates in professional development through professional reading, workshops, conferences, and networking groups. Shares information learned with appropriate colleagues.
14. Performs other duties as assigned.

**Minimum Qualifications:**

Education:

Two years of college level coursework, Associates Degree, LTA certificate, or equivalent

Experience:

One year of related experience in a comparable business, organization, or library.  
Fluency in written and spoken Spanish or other language commonly spoken in the district preferred.

**Knowledge, Skills, & Abilities:**

- Ability to work with efficiency, skill, accuracy, and appropriate speed
- Ability to work collaboratively as a member of a team with colleagues and managers
- Communicates effectively in English, both orally and in writing
- Ability to read and understand written information and instructions
- Ability to use good judgment following procedures in support of library policies
- Ability to empathize and relate to patron needs, exploring beyond the initial question to determine the actual information desired
- Ability to provide excellent customer service at all times with the public and staff
- Ability to exercise initiative and to make appropriate independent decisions
- Ability to consistently complete and follow-up on departmental jobs
- Proficiency in the use of personal computing technologies
- Knowledge of Windows and MS Office Suite
- Experience with or ability to learn Adobe Creative Suite
- Knowledge about and/or experience communicating via social media channels
- Ability to learn website content management software
- Ability to troubleshoot minor problems with computers and peripherals
- Demonstrates ease and comfort with emerging technologies

**Supervisory Responsibility:**

None.

**Physical Requirements:**

- speaking, hearing, vision, and manual dexterity sufficient to adequately perform the job
- ability to push/pull up to 100 pounds and lift or move up to 25 pounds occasionally
- prolonged sitting and repetitive keyboard use

**Working Conditions:**

Work is performed in a typical library environment. Must have valid driver's license and proof of auto insurance or have the ability to arrange own transportation between Main library, branches, and other locations as needed.