



POSITION DESCRIPTION

Title: Marketing Associate
FLSA: Part-time, Non-Exempt
Grade: Grade III
Department: Administrative Services
Reports To: Engagement Manager

JOB SUMMARY

Under the general direction of the Engagement Manager, in harmony with the policies of the Library, and in conjunction with the activities of other service areas, the Marketing Associate will carry out strategies that increase the community's awareness of the Library's services and programs. The Marketing Associate is responsible for ensuring a recognizable, unique, and consistent voice and visual identity to distinguish Morrisson-Reeves throughout the county and local regions through branding, editing communications, and polarizing the editorial, graphic, and web style into all publications and marketing materials.

This position is eligible for hybrid work arrangement which combines work duties performed at Morrisson-Reeves Library and telework.

ESSENTIAL FUNCTIONS

- Create messages that communicate the value of the Library including, but not limited to, the creation of graphics, video, posters, brochures, flyers, website, digital and building signage and social media platforms.
- Creates and sustains an editorial, graphic, and web style that employs the visual and vocal identity in the Library's publications and marketing materials.
- Serves as the central clearing point for all Library communications by editing all materials to ensure the consistency of our identity and branding.
- Publishes flyers, posters, bookmarks, brochures, reports, and all forms of printed and digital communication strategies.
- Develops measurable objectives to review and evaluate the success of marketing strategies and communications programs.
- Collaborates with Service Area Managers to ensure timely submission of information for publications, marketing, and web and social media platforms.
- Assists Engagement Manager in creating marketing and branding strategies.
- Assists Engagement Manager in ad design, placement in various publications, websites, and billboards.
- Maintain effective and active social networking presence on various platforms.

OTHER DUTIES

- Maintain awareness and knowledge of Library services, programs, and collections.
- Represent MRL at local or inhouse events as needed.

- Attend and participate in various project and team meetings.

KNOWLEDGE, SKILLS AND ABILITIES

Customer Service:

- Provide prompt, attentive, and friendly customer service in all forms of communication and interaction.
- Seek and respond to feedback from customers to improve service.
- Act responsively, initiate follow up and meet commitments.

Teamwork:

- Plan and complete job duties with minimal supervision, including appropriate judgment.
- Collaborate with and support co-workers by helping out where needed.
- Create and maintain positive relationships with co-workers.
- Ask for and listen to co-workers feedback and incorporate feedback into revised processes.
- Participate in cross-training.

Communication and Media:

- Communicate ideas and thoughts clearly, accurately, and respectfully, and listen to understand the perspectives of others.
- Communicate effectively in both oral and written form with customers and team members and maintain excellent public speaking skills.
- Demonstrate knowledge of communication techniques and methods, including alternative ways to inform and educate using electronic media, including but not limited to email, internet, and social media sites.

Adaptability:

- Willingness to take on new challenges and responsibilities with openness to change.
- Recommend, promote, and implement changes to improve marketing.

Image:

- Portray a positive image of the Library as a strong public ambassador; promote Library programs and services during customer interactions with a high degree of resourcefulness, tact, patience and demonstrate good judgment.

Planning and Organizing:

- Identify the sequence of tasks and the resources needed to achieve a goal and prioritize key action steps.
- Identify potential challenges and opportunities, and adjust plans based on team input.
- Anticipate and prepare for upcoming events, ensuring adequate resources are available.

Technical:

- Working knowledge of Google Workspace, Microsoft Office Suite, Adobe Acrobat Professional, Canva,, and WordPress.

WORK ENVIRONMENT AND ESSENTIAL PHYSICAL ABILITIES

The **physical demands and work environment** of this position are typical of an interior/office work environment with limited physical effort required and no or very limited exposure to physical risk.

Essential physical abilities include:

- Sufficient **clarity of speech and hearing** or other communication capabilities, with or without reasonable accommodation, which permits the employee to communicate effectively.
- Sufficient **vision or other powers of observations**, with or without reasonable accommodation, which permits close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to focus.
- Sufficient **manual dexterity** with or without reasonable accommodation, which permits the employee to operate a personal computer and related office equipment.
- Sufficient **personal mobility and physical reflexes**, with or without reasonable accommodation, which permits the employee to function in the context of the Program Specialist position to include but not be limited to: lifting, moving, stooping, bending, reaching, pushing, pulling, lifting and carrying up to 30 pounds; prolonged standing and/or sitting; and the capability to travel independently. May be subject to repetitive motion.
- **Environmental conditions** include those risks normally associated with the context of an office environment and exposure to weather conditions when/if traveling on business and/or attending outdoor community events. The office noise level is usually minimal.

EDUCATION AND EXPERIENCE

- Experience in marketing services and events.
- Experience in graphic design in various mediums.
- Experience using basic software applications including, but not limited to, Google Workspace, Microsoft Office Suite, Adobe Acrobat Professional, Canva, and WordPress.
- Experience in the production of marketing materials and publications.
- Experience in managing professional social media sites.
- Possession of a valid driver's license with a satisfactory driving record.

The position description does not constitute an employment contract or agreement between the employer and employee. It covers the most significant duties to be performed, however it is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that may be required. Duties, responsibilities and activities may change or new ones may be assigned at any time with or without notice.

Employee

Date

Human Resources Manager

Date