

MOUNT CLEMENS PUBLIC LIBRARY
Job Description

Job Title: Marketing Assistant
Hours: Part time, 20 hours per week, including nights and weekends
Reports To: Marketing Coordinator
Salary: \$20.00/hr plus benefits

NATURE AND SCOPE OF POSITION:

Under the direction of the Marketing Coordinator, this position helps facilitate all of Mount Clemens Public Library's external communication efforts to achieve consistency in messaging and branding in the most cost-effective ways. This person enjoys collaboration and community outreach.

SPECIFIC DUTIES:

- Creating flyers, posters, brochures, social media posts, emails, and signage within the library
- Works with library staff to identify services, programs, and resources to generate the biggest impact
- Promotes community awareness of library resources, services, programs, and value to the community
- Maintains knowledge of current library, social media, and marketing trends
- Supports the library's social media efforts including but not limited to Facebook, Instagram, and TikTok
- Assists in developing library marketing campaigns and other library projects
- Collaborates with library team to ensure website is up to date

JOB REQUIREMENTS:

- High school diploma or equivalent
- Experience developing social media strategies across major platforms (Facebook, Instagram, TikTok, etc)
- Demonstrated oral and written communication skills
- Demonstrated problem solving and critical thinking skills
- Strong writing and editing abilities
- Comfortable with multitasking in a deadline driven environment
- Good public service attitude

DESIRED CAPABILITIES:

- Associate or Bachelor's degree in marketing, graphic design, studio art, or a related field
- Previous experience with non-profit organizations
- Passion for public library mission
- Knowledge of MS Office, Canva, Adobe Creative Cloud, and other design software
- Experience with photography and video editing software
- Experience with illustration
- Strong organizational, time management, and interpersonal skills
- Physical ability to push/pull filled loaded book carts and lift/carry materials up to 40 pounds
- Valid driver's license, acceptable driving history and personal vehicle for job-related transportation

TO APPLY:

Send resume, cover letter, and sample portfolio to Katie Barnes at kbarnes@mtclib.org

The Mount Clemens Public Library does not acknowledge receipt of applications.

The Mount Clemens Public Library is an equal opportunity employer.