

**Canton Public Library Job Posting**

**November 3, 2014**

Job Title: Marketing Assistant

Supervisor: Laurie Golden, Department Head – Community Relations

Starting Wage: $13.00 – $15.59 per hour

Scheduled Hours: Twenty (20) hours per week

Apply to: Marian Nicholson, Department Head – Business Services

Application Deadline: **6:00 pm on Sunday, November 23, 2014**

**Application packets must include**: a cover letter, an official CPL employment application (available at [cantonpl.org](https://www.cantonpl.org/sites/default/files/CPL_Employment_Application.pdf)) and a resume.

**POSTION SUMMARY**

Under the management of the Department Head – Community Relations, the Marketing Assistant works in a support capacity on all projects related to library marketing campaigns, social media, data analysis and reporting, internal and external communication and event planning and execution. The Marketing Assistant works closely with the Department Head and Program Librarians to develop a marketing strategy for planned library programs and services. The nature of the work requires daytime, evening and weekend hours.

**ESSENTIAL FUNCTIONS**

* Creates marketing materials, adhering to library branding and messaging styles and standard marketing principles
  + Writes and distributes press releases.
  + Creates and edits blog posts.
  + Creates signs, flyers, brochures, advertising and other marketing collateral.
  + Takes, edits and posts photos.
* Maintains media contact list, assists with media outreach.
* Assists with direct and electronic mailings; prepares mailing lists from donor software.
* Supports the execution of social media strategy and communication.
* Tracks program and marketing data, analyzes data and creates reports.
* Provides support to the Community Relations Department Head, coordinates and completes special requests and/or projects as assigned.
* Serves on workgroups/committees and participates in library initiatives as assigned.

**REQUIRED EDUCATION/KNOWLEDGE**

* Bachelor’s degree, or an equivalent combination of education and experience that encompasses the knowledge and skills typically acquired by pursuing such a degree.
* Demonstrated ability to apply marketing principles.
* Demonstrated high-level verbal and written communication skills; excellent editing and proofreading skills; and ability to present statistical data effectively.
* Demonstrated project support skills.
* Demonstrated ability to think creatively.
* Communicates clearly and persuasively in positive or negative situations; listens and gets clarification; responds appropriately to questions.
* Adapts to changes in the work environment; manages competing demands and multiple ongoing projects; able to meet deadlines while dealing with frequent change, delays or unexpected events; able to handle deadline.
* Working knowledge of common computer applications including Microsoft Office, the Internet and social media.
* Attention to detail.
* Ability to collaborate in team environment.
* Ability to use digital camera.

**PREFERRED QUALIFICATIONS**

* Major in Communication, Journalism, Public Relations or Marketing.
* Proficiency in use of digital camera.
* Experience with FundRaiser software.

**ESSENTIAL PHYSICAL FUNCTIONS**

* Ability to lift and carry boxes up to 25 lbs. and set up tables and chairs for programs.
* Ability to sit, stand and walk for long periods of time, and the ability to bend, reach, stoop or crouch when assisting patrons.
* Sufficient clarity of speech and hearing which permits the employee to communicate in writing and verbally.
* Sufficient vision which permits the employee to produce and review a wide variety of materials in both electronic and hard copy form.
* Ability to work effectively under stressful conditions in a fast-paced environment.

**APPLICATION INFORMATION**

Complete application packets - **including** [**application form**](http://www.cantonpl.org/aboutus/jobs/index.html)**, cover letter, and resume** - postmarked or received by **6:00 pm on Sunday, November 23, 2014** will be eligible for consideration.

**Submit application packets to:**  
Marian Nicholson, Department Head – Business Services  
Canton Public Library  
1200 S. Canton Center Rd.  
Canton, MI 48188  
[nicholsonm@cantonpl.org](mailto:nicholsonm@cantonpl.org)

*Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions. This job description is not a contract between the library and the employee. The library reserves the right to revise this job description at its discretion.*

*The Canton Public Library is an EEO employer.*