



# Orion Township Public Library

**Position Available**

**Full-time Adult Services Marketing Librarian**

**Orion Township Public Library**

**Position:** Adult Librarian, 37.5 hours/wk. includes evening and weekend hours

**Department:** Adult Services

**Salary:** \$50,800.00 - \$61,200.00

**Marketing Librarian Primary Job Duties and responsibilities:**

- Creating, managing, publicizing and executing all marketing and communication initiatives to the local and broader community through marketing and promotions
- Develops annual marketing plan for library and tracks marketing budget
- Designs and distributes print and digital marketing materials for community-wide distribution
- Coordinates with departments, creating publicity for library programs
- Coordinates library participation in community activities
- Develops library's social media strategy and schedules regular posts
- Coordinates staff media appearances
- Responds to media queries
- Attends community events and engages with community to further tell the library's story
- Develops and oversees fundraising campaign on behalf of the library
- Collection development, programming, and providing reference and readers' advisory services to the public.

**Required Qualifications:**

- Possesses the equivalent of extensive formal training in library and information science, including an understanding of the application of the theory and practices of the profession to the operations of the organization, usually in the form of a major in library and information science, as part of a Master's Degree (or other applicable extended training program).
- Level 1 or 2 Professional Certificate from the Library of Michigan
- Possesses the knowledge and skills to create print and digital promotions of suitable quality to be distributed on a wide scale
- Uses Microsoft Office tools to communicate, create and modify basic documents.
- Uses Canva, Patron Point, and other software to create and deliver marketing materials
- Demonstrates necessary proficiency with the ILS, MeLCat, Michigan eLibrary databases, and other online resources.
- Public library experience in adult services preferred
- Knowledge of library materials, reference service, popular literature, and readers' advisory
- Experience or interest in developing and teaching adult programming, for example book discussion groups or computer classes
- Ability to effectively use reference materials, bend and reach materials on shelves
- Ability to maintain effective relationships with other staff and to work in a team environment

**Dates:** Applications submitted by 5pm, Tuesday, April 9, 2024, will receive first review

**Apply To:** Joyce Becker

Orion Township Public Library

825 Joslyn Road

Lake Orion, MI 48362

248-693-3000 ext. 431

Electronic submissions accepted, send to: [jbecker@orionlibrary.org](mailto:jbecker@orionlibrary.org)

Please submit an application, cover letter, and resume. The link to apply: <http://orionlibrary.org/>.

This is an at-will position. Orion Township Public Library is an Equal Opportunity Employer.