

Hussey-Mayfield Memorial Public Library Job Announcement

Job Title: Marketing Intern
Department: Marketing Department
Reports To: Marketing Director
FLSA Status: Nonexempt
Salary Level: Starting at \$10/hour
Hours/Week: 40 hours/week for up to 9 weeks during summer months

Prepared By: Library Director and Department Heads
Date: May 3, 2018

SUMMARY

Hussey-Mayfield Memorial Public Library seeks a dynamic, summer intern to assist marketing and communications efforts. This is an excellent opportunity for a college student to experience various aspects of marketing while working for an innovative, patron-focused public library located in the heart of a growing community. This position will require marketing and editorial content development skills.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop promotional campaigns for assorted events and services offered by the Library
- Prepare copy for various mediums including press releases, social media accounts, email marketing, blogs, and the Library website
- Monitor social channels for trending ideas and patron interactions
- Attend special Library events to capture images and content for immediate posts
- Assist in planning, writing and managing monthly newsletter
- Draft, distribute and pitch news releases, media alerts and other stories
- Update the Library's website, when needed
- Promote the Library's mission to community organizations, the general public and donors
- Collaborate with staff on new ideas, directions, and venues for marketing and communications
- Organize and attend meetings, as needed

SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities. Employee may instruct and direct volunteers, as needed.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

- High school graduate or equivalent
- An effective communicator, both written and oral

- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines
- Completed or working toward a college degree, preferably in a related field (e.g., English, Journalism, Marketing/Communications, or Public Relations)
- Previous internship or related experience in marketing or communications is a plus
- Firm grasp of available social media platforms and tools
- Must be computer literate with a working knowledge of Microsoft Office
- Proficiency in HTML and WordPress highly desired
- Ability to communicate in a professional manner with press, staff, customers, and community contacts
- Enthusiasm for the mission of Hussey-Mayfield Memorial Public Library and the patrons we serve

SCHEDULE

40 hours per week, some weekends, daytime and evening hours

TO APPLY

Please send a completed application, cover letter and resume to virginiah@zionsvillelibrary.org or 250 N. 5th St., Zionsville, IN 46077, ATTN: Marketing Director. Position will remain open until filled.

The job announcement is intended to describe the type and level of work being performed by a person assigned to this job. *It is not a complete list of duties and responsibilities required for this position.* Other functions may be assigned and management retains the right to add or change duties at any time.