



## **Job Description**

Job Title:	<b>Marketing Assistant</b>
Department:	Marketing
Pay Grade:	7
FLSA Status:	Non-Exempt
Reports to:	Marketing Director
Supervises:	n/a
State Certification Required:	n/a
Approved Date:	February 21, 2019

### **JOB SUMMARY**

Under the direction of the Marketing Director, this position assists with all Library marketing and communications efforts, with a focus on digital content.

### **ESSENTIAL FUNCTIONS AND RESPONSIBILITIES**

- Assist Marketing team with the development and execution of marketing strategies and promotional campaigns
- Prepare winning copy for various mediums including press releases, social media posts, email marketing, blogs, and the Library's website
- Monitor social channels and manage analytics
- Attend 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, photo opportunities and other stories
- Use effective public relations techniques to 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

### **REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES**

- Knowledge of public library service, overall Library operations and department responsibilities
- Knowledge of Hussey-Mayfield Memorial Public Library's mission, values, and strategic plan
- Knowledge of available social media platforms and tools
- Skillful in organizing and prioritizing work

- Ability to multi-task and meet deadlines
- Ability to work successfully in a self-motivated environment
- Ability to communicate effectively both orally and in writing
- Ability to communicate in a professional manner with press, staff, customers, and community contacts
- Ability to work effectively with computers, Microsoft Office, and additional technology

### **EDUCATION AND EXPERIENCE**

- Preferred: Bachelor's Degree in a related field, such as: English, Journalism, Marketing/Communications, or Public Relations; or proven experience in the field
- Preferred: Related experience in marketing or communications

*To perform this job successfully, the job candidate must be able to perform each essential function satisfactorily, either with or without a reasonable accommodation.*

### **PHYSICAL DEMANDS**

Frequently: Reading, writing, eye-hand coordination, hearing, seeing, talking, computer usage

Occasionally: Standing, sitting, walking, carrying, and pushing

Rarely: Pulling, bending and squatting