

MARKETING COMMUNICATION SPECIALIST

About the Role

Join the Cedar Springs Public Library team as the Marketing Communication Specialist! In this role, you'll work closely with the Library Director and staff to craft and share compelling messages that highlight our mission, services, and events. Your goal? To engage our community and drive library awareness through innovative communication strategies.

Key Responsibilities

Primary Duties:

- Content Creation: Develop, distribute, and maintain print and digital materials including social media posts, newsletters, brochures, press releases, ads, and website content.
- Trend Monitoring: Stay updated on current networking and marketing trends to effectively engage local residents.
- Collaboration: Coordinate with library staff on communication strategies related to programming and other initiatives.
- Visual Communication: Manage in-house displays, bulletin boards, decorations, and postings to enhance library visibility.

Secondary Duties:

- Administrative Support: Perform routine circulation tasks as needed, similar to a Library Assistant role.
- Library Upkeep: Assist with general library maintenance, including dusting and straightening.
- Meetings & Projects: Participate in staff meetings and contribute to special projects or programs.
- Training & Guidance: Provide support and training to less-experienced staff members as needed.

What We're Looking For

Skills and Abilities:

- Communication Mastery: Transform complex information into engaging messages and choose the best channels for distribution.
- Team Collaboration: Work effectively with staff, board members, volunteers, donors, and program partners.
- Creativity: Strong writing skills, a flair for graphic design, and proficiency with tools like Canva, Microsoft Office, and/or other web-based marketing software.

- Community Awareness: Strong understanding of the local community's needs and interests.
- Customer Service: Strong interpersonal skills with a focus on delivering a positive library experience. Experience with Sierra Integrated Library System software preferred.
- Physical Ability: Capable of lifting up to 50 pounds and retrieving materials from various heights. *Reasonable accommodations will be made for qualified applicants who may need them.*
- Project Management: Ability to effectively plan, organize, and execute projects within the Marketing Budget.
- Library Knowledge: Understanding of library services and resources.

Experience and Qualifications:

- Education: High school diploma or equivalent. Completion of the Library of Michigan Staff Certification Program required after hiring.
- Experience: At least one year of Marketing or Public Relations work. Library clerical experience preferred.

Details

Reports to: Library Director and Assistant Director

Hours: Up to 26 hours per week.

Pay Range: \$16.00/hour

How to Apply

Excited to be part of our team? Submit an application, cover letter, and a copy of your resume to:

Email: director@cedarspringslibrary.org

Address: Director
Cedar Springs Public Library
107 N. Main Street, PO Box 280
Cedar Springs, MI 49319

This job description is intended to describe the general nature and level of work being performed by a person assigned to do this job. They are not to be construed as an exhaustive list of all job duties that may be performed by a person so classified. Cedar Springs Public Library is an Equal Opportunity Employer and values diversity in its workforce.

We look forward to hearing from you!