

Cleve J. Fredricksen Library

Job Description

Marketing and Community Events Assistant

Part time

Non exempt

Updated: 3/18/2013

Job summary of Marketing Assistant: The primary responsibility of the marketing assistant is overseeing the display and merchandising of library collections, assisting the marketing department in promoting and publicizing library events and creating an active and engaging presence on the library's social media site; works under the direct supervision of Marketing Coordinator.

Essential Functions:

1. Creates positive experiences for library customers by effectively and efficiently performing job tasks
2. Oversees the selection of the library materials for the creation of timely, vibrant merchandising displays for the direct purpose of increasing circulation
3. Trains staff on the principals of display merchandising so staff has working knowledge of the principles of restocking displays
4. Submits monthly and special event press releases to various media formats
5. Assists with the library's social media presence to promote library activities
6. Maintains the East Pennsboro Branch Library website and occasionally updates the Fredricksen website. Updates library website to include programs and registration forms.
7. Assists Marketing Coordinator with proofreading and distributing promotional materials
8. Assists with, attends and photographs events and programs
9. Assists with gallery and lobby case display coordination
10. Researches and identifies new promotional avenues for programs
11. Demonstrates the utmost professionalism and courtesy to all customers in any communication whether face-to-face, phone, email or web-based communication
12. Attends staff, county and other professional meetings. Participates in and strengthens library and branch teams. Complies with continuing education requirements. Stays current with Cumberland County Library System and Cleve J. Fredricksen Library policies and procedures
13. Other projects and responsibilities may be added at the supervisor's discretion

Job summary of Community Events Assistant: The primary responsibility of the community events assistant is to provide clerical support to the Community Events Coordinator; works under the direct supervision of Community Events Coordinator.

Essential Functions:

1. Creates positive experiences for library customers by effectively and efficiently performing job tasks

Marketing and Community Events Assistant

Essential Functions:

2. Assists with clerical tasks, such as, tracking presenter payments and contracts, writing thank you notes to presenters, preparing room set up forms, preparing on-line registration forms and proofreading program forms
3. Assists with, attends and photographs events and programs as needed
4. Other projects and responsibilities may be added at the supervisor's discretion

Required Knowledge, Skills, and Abilities:

1. Knowledge of visual merchandising and display design and principals
2. Interest in print materials of a wide range of topics and the willingness to read trade magazines to determine trends and themes for displays
3. Strong knowledge of social media and effective marketing techniques
4. Ability to be self motivated and organized. Ability to meet deadlines and demonstrate proactive work habits
5. Strong computer skills using Microsoft Office and Acrobat required; Knowledge of Adobe software and website maintenance is preferred
6. Excellent communication skills both written and verbal

Education:

- Bachelor degree in visual merchandising, marketing or related field (Will consider college senior year marketing major)
- Previous marketing experience with nonprofit organization preferred

Physical and Environmental Conditions:

Work regularly demands light physical effort in the handling of materials, boxes, carts, or equipment, as well as manual dexterity and visual acuity when working with a computer. Regularly lifts and carries materials weighing as much as 40 pounds; regularly pushes and pulls carts; regularly bends and reaches for books on top and bottom shelves; regularly uses repetitive movements and views small print. Work may require standing for extended periods of time.

The work environment involves everyday risks which require normal safety precautions typical of such places as offices, meeting rooms, and libraries, e.g., the safe use of work place practices with office equipment, avoidance of trips and falls, and observance of safety regulations.

This document describes the position currently available. It is not an employment contract. The Cleve J. Fredricksen Library and East Pennsboro Branch Library reserve the right to modify job duties or job descriptions at any time. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform essential functions of this job.