MURRAY CITY CORPORATION

JOB DESCRIPTION

Title: **MARKETING & DESIGN SPECIALIST**
Department: Library
Class Code: 6885
FLSA Status: Non-Exempt
Effective Date: November 2018

GENERAL PURPOSE

Under the direction of the Library management team, this position develops and implements strategies which increase the community's awareness of library services and programs. This position coordinates information among the Library Board, the Friends of the Library, management and staff to create a clear and unified identity and voice for the Library. This position reports to the Library Director.

ESSENTIAL DUTIES

- Creates messages that communicate the value of the Library to the community.

- Manages all library marketing materials to ensure a consistent library identity and brand.

- Employs various online and print strategies and methods to market library events, programs and services to a broad audience.

- Develops and manages the library's WordPress website.

- Applies the most appropriate tools and methods to reach the Library's audiences through social media, email and marketing/merchandising campaigns.

- Presents a consistent visual identity to distinguish the Murray Library within the county and local region.

- Creates an editorial, graphic and web style that is identified with the Library.

- Develops measureable objectives to review and evaluate the success of marketing strategies and communications.

- Provides direct patron service at the service desk.

- Performs other related duties as assigned.

MINIMUM QUALIFICATIONS

Education and Experience

- Completion of a bachelor's degree and one (1) year of marketing or design work experience; or an equivalent combination of education and experience which provides the required knowledge and abilities.

<u>Special Requirements</u>

- Must be adaptable to changing work hours. Must be willing to work one evening per week and two Saturdays per month.

<u>Necessary Knowledge, Skills and Abilities</u>

- Experience coordinating an organizational email marketing service, especially using MailChimp.
- Experience coordinating an organizational social media presence, especially using Facebook and Instagram.
- Demonstrated skill in graphic design and Adobe Creative Cloud software.
- Demonstrated ability to produce work within an established branding system.
- Experience with WordPress website development and management.
- Excellent written and verbal communication skills.
- Experience with library operations, programs and services preferred.

TOOLS & EQUIPMENT USED

- Library computer system; personal computer including internet search engines, WordPress websites, Adobe Creative Cloud software, printer and paper cutter.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is frequently required to walk, sit and talk or hear. The employee is occasionally required to use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl.

- The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus to both print and electronic text.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work is performed primarily in an office setting. The noise level in the work environment is generally quiet.

DEPT/DIVISION APPROVED BY: _____ DATE: _____

EMPLOYEE'S SIGNATURE: _____ DATE: _____

H. R. DEPT. APPROVED BY: _____ DATE: _____