

JOB DESCRIPTION

Job Title: Marketing & Communications Assistant

FLSA Status: Non-Exempt **Salary Grade and Salary Range:** \$25.23 - \$32.79 Hourly

Cultivate Curiosity. Enlighten the Mind. Strengthen the Community.

Job Overview

The Marketing and Communications Assistant supports the Communications Department in creating content that reflects the Clearview Library District's mission, values, and brand. Key responsibilities include managing internal and external communications, creating engaging content, overseeing social media platforms, maintaining consistent brand messaging, and producing multimedia materials such as videos, email campaigns, and digital assets. This role also provides administrative support and contributes to special projects as needed. The ideal candidate is a creative and proactive problem-solver who works efficiently and independently. While some tasks may require supervisor input, this position emphasizes initiative, innovation, and a commitment to enhancing the library district's outreach and engagement efforts.

Essential Functions

1. Social Media.

Develop and maintain a monthly social media content calendar to promote library events, programs, services, and updates. Create engaging, visually appealing content independently or in collaboration with staff, using data-driven insights to optimize posting times and boost engagement. Utilize social media scheduling platforms to manage diverse content, ensuring a balanced promotion of resources, events, services, and digital offerings. Publish all-age library programs and events on platforms like Facebook Events. Grow social media audiences and boost engagement with dynamic formats such as Instagram Stories, Reels, and Facebook Stories. Monitor engagement metrics to refine strategies and improve performance. Streamline workflows for staff-submitted materials (e.g., videos, photos) to ensure consistent, efficient posting.

40%

2. Marketing and Outreach.

Assist in creating and updating printed materials, including flyers, signage, program posters, bookmarks, and fact sheets. Write and distribute press releases to share library news, events, and achievements with the public and media outlets. Collaborate with departments to develop marketing materials for events and campaigns. Edit and proofread content to ensure accuracy, brand consistency, and adherence to the Library District's branding and AP style guidelines. Maintain easy access to promotional materials for internal staff use. Develop clear, audience-specific content for multiple platforms with strong writing and grammar skills. Manage and document library feedback and patron stories to enhance services. Coordinate with external vendors for printing, signage, and other communication materials. Serve as a point of contact for colleagues, ensuring clear communication and tracking project statuses, deadlines, and deliverables.

30%

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<p>3. Digital Content Creation and Support. Support the creation and editing of engaging videos for promotional and informational purposes. Coordinate and oversee professional and in-house photography needs, including photographing programs and events as necessary. Edit and manage cross-promotional content for the library's website and intranet to ensure alignment with brand standards. Design and implement impactful email marketing campaigns with strategic scheduling and content tailored to diverse audiences. Support special projects requiring digital content creation and coordination, ensuring the organization's communication needs are effectively met. Monitor and respond to patron feedback on digital platforms regularly and in a timely manner, ensuring consistency in brand tone and voice while upholding a positive online reputation.</p>	25%	
<p>4. Other duties as assigned.</p>	5%	
<p><i>Incumbents will be required to work evenings and weekends, be on call, and travel to external events.</i></p> <p>Total</p>		100%

Autonomy

Guidelines and results of work are defined.
Determines how to accomplish tasks and provides updates to the supervisor.

Supervisory Responsibility

None.

Education and Experience Required

Requires a two-year college degree; a four-year degree is preferred, or equivalent coursework. Two to five years of experience in Communications, Digital Media, Marketing, or a related field is also required. Two to five years of experience in Communications, Digital Media, Marketing, or a related field.

Knowledge, Skills, and Abilities

- Proficient in Google Workspace, Canva, and Adobe Creative Suite (preferred).
- Knowledge of data analytics and digital marketing tools relevant to library outreach.
- Experience in social media management, graphic design, and digital media production for library services.
- Strong interest in library innovation and community engagement (preferred).
- Excellent writing, editing, and communication skills with exceptional attention to detail.
- Skilled in problem-solving, project management, and adapting to shifting priorities in dynamic environments.
- Proven ability to meet deadlines while managing multiple projects efficiently.

Work Environment

This hybrid role offers the flexibility to work remotely for up to two, occasionally three, days per week. The remaining time will be spent on-site at library locations or the administrative office, with regular collaboration and meetings alongside the Communications Department team.

Professional and service-oriented work environment, open to the public throughout the week, including nights and weekends. The environment is welcoming, inspiring, creative, and team-oriented.

This general outline illustrates the type of work that characterizes the job. The statements in this job description are not intended to be an exhaustive list of all responsibilities and qualifications required of the job.

Date Created: June 21, 2020

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