



Job Title: **Marketing Assistant**
Department: Marketing
Reports to: Marketing Director
Supervises: N/A
FLSA Status: Non-Exempt
Pay Grade: 3
Job Classification: Department Assistant II

OVERVIEW:

The Hussey-Mayfield Memorial Public Library has a long history of providing innovative, life-enriching services to the growing communities of Zionsville and Whitestown, Indiana. Our staff embraces cutting-edge technologies, develops modern amenities, and offers personalized, up-to-date services. We promote collaborations and foster knowledge and entertainment throughout the community.

We are an Equal Opportunity Employer.

JOB SUMMARY:

The Marketing Assistant works closely with the Marketing Director and the Senior Graphic Artist on projects and administrative tasks relating to communications, advertising, marketing research and marketing campaigns. This role also works with Library managers, Library employees and vendors in order to successfully communicate and facilitate information, news releases, community and Library events.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Assists Marketing team with the development and execution of marketing strategies and promotional campaigns.
- Prepares winning copy for various mediums including press releases, social media posts, email marketing, blogs and the Library's website.
- Monitors social channels, responds to posts and messages, and manages analytics.
- Creates social media strategies, campaigns, and content.
- Edits photos and videos for Social Media and Website.
- Attends Library events to capture images and content for immediate posts.
- Attends community events to promote the Library.
- Assists in planning, writing and managing Library newsletters.
- Drafts, distributes and pitches news releases, media alerts, photo opportunities and other stories.
- Uses effective public relations techniques to promote the Library's mission to community organizations, the general public and donors.
- Collaborates with staff on new ideas, directions, and venues for marketing and communications.
- Maintains current knowledge of Hussey-Mayfield Memorial Public Library's mission, values and strategic plan.

- Effectively manages department, patron and personal work emails and communications by professionally replying to requests in a timely manner.
- Prioritizes multiple projects efficiently.
- Works independently as well as collaboratively with the Marketing team.

NON - ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Participates in committees as assigned.
- Puts up and takes down signage and decorations.
- Researches promotional products for distribution.
- Attends webinars, trainings and other professional seminars for professional/staff development.
- Works at the Circulation desk when needed.

EDUCATION, WORK EXPERIENCE REQUIREMENTS AND PREFERENCES:

- Required: Ability to communicate professionally and effectively orally and in writing with press, staff, customers, and community contacts
- Required: Skillful in working in a self-motivated environment; organizing and prioritizing work
- Required: Knowledge of available social media platforms and tools (i.e. Facebook and Facebook Business Suite, LinkedIn, Instagram and Twitter)
- Required: Proficient in Microsoft Office (Word, Excel, PowerPoint, Publisher) and additional technology
- Required: Proficient in camera/video equipment operations with ability to produce effective results
- Required: Basic Knowledge of Video Editing Software
- Required: Proficient in Adobe Lightroom, Photoshop, Spark
- Required: Proficient in Google Applications (Drive, Docs, Sheets)
- Preferred: Bachelor's Degree in Marketing/Communications, Public Relations, English, Journalism or in a closely related field.
- Preferred: 1 to 3 years related experience in Marketing or Communications.
- Preferred: Knowledge of operating office equipment (copier, laminator, scanner)
- Preferred: Basic knowledge of WordPress
- Preferred: Basic knowledge of Zoom

The intent of this job description is to provide a representative summary of the major duties and responsibilities of the position. There may be other duties as assigned.

PHYSICAL DEMANDS:

- **Frequently:** reading, writing, eye-hand coordination, standing, sitting, walking, squatting, bending, pushing, and pulling, computer usage.
- **Rarely:** driving, climbing, crawling, lifting items 15- 30 pounds, sitting for extended periods.

The job candidate must be able to perform each essential function satisfactorily, either with or without a reasonable accommodation.