

## Community Engagement and Marketing Coordinator

<b>Department:</b>	Administration	<b>FLSA Status:</b>	Nonexempt
<b>Reports To:</b>	Executive Director	<b>Job Classification:</b>	
<b>Supervises:</b>	N/A	<b>Primary Location</b>	Zionsville Library
<b>Updated:</b>	November 2023	<b>Pay Range:</b>	\$26 - \$29/hour

At the Hussey-Mayfield Memorial Public Library, we are dedicated to enriching the lives of the communities in Zionsville and Whitestown, Indiana. Our team is at the forefront of library services, embracing modern technologies, creating innovative amenities, and delivering personalized, up-to-date programs. We foster collaboration, knowledge-sharing, and entertainment throughout our community. We are proud to be an Equal Opportunity Employer.

Team members are assigned a “primary library location” to provide consistency for their day-to-day work-life. There will be times that team members are asked to assist at their non-primary location or at community events. This position’s assigned primary library location is at the Zionsville Library.

### **POSITION OVERVIEW:**

The Community Engagement and Marketing Coordinator at the Hussey Mayfield Memorial Public Library is a dynamic and multifaceted role designed to enhance the library’s presence within the community and ensure effective communication and coordination among various stakeholders. This individual will implement the library’s marketing and social media strategies, act as a liaison to the library board, manage the use of conference rooms, coordinate with the community, and provide executive support to management.

### **KEY RESPONSIBILITIES:**

- Develop and implement marketing and social media strategies to promote library services, programs, and events.
- Serve as the primary administrative contact for the library board, facilitating communication between the board and library staff.
- Create and disseminate internal and external newsletters.
- Develop eye-catching displays throughout the library locations.
- Oversee the scheduling, organization, and technological support for conference room usage.
- Engage with community organizations and individuals to foster partnerships and promote library initiatives.
- Assist library management with planning, meeting preparation, program support, scheduling, communication support, and finding and executing operational efficiencies.
- Provide clerical support for administration.
- Other duties as assigned.

### **EDUCATION AND WORK EXPERIENCE REQUIREMENTS AND PREFERENCES**

- Bachelor's degree in marketing, business administration, or related field, or 5+ years’ experience in marketing or administrative support roles.
- Excellent written, verbal, and presentation communication skills.

- Intermediate or better graphic design and copywriting skills required for social media execution.
- Advanced interpersonal skills with the ability to maintain positive relationships with colleagues, leadership, vendors, partners, patrons, and community members.
- Experience in marketing, social media management, and event coordination is required with current proficiency in digital technologies and social media platforms.
- Intermediate to advanced Microsoft Word, Excel, and PowerPoint skills required.
- Ability to maintain confidentiality requirements while working with sensitive information.
- Ability to meet task and project deadlines by working efficiently, multi-tasking, and prioritizing assignments.

**Physical Demands:** This position requires physical demands, including reading, writing, maintaining hand-eye coordination, standing, sitting, walking, bending, crawling, climbing, pushing, pulling, and lifting items weighing 15-20 pounds.

Employees are expected to perform the job duties listed with or without accommodation, if accommodation is needed, they should request it through the appropriate channels.

**EMPLOYEE ACKNOWLEDGEMENT:**

I acknowledge that I have read and understood the above job description for the Hussy-Mayfield Memorial Public Library. I recognize that this description outlines the essential duties, responsibilities, and qualifications required for this position. I further acknowledge that this job description is not an employment contract and does not guarantee employment for any specific duration. Employment with the Hussey-Mayfield Memorial Public Library is at will, and the employer, or I, can terminate the employment relationship at any time, for any reason, with or without notice or cause.

Employee Name:		Date:	
Employee Signature:			