

JOB SPECIFICS

Title: Marketing Coordinator (Full-time)

Department: Reading Public Library

Reports To: Director of Advancement and Communications

Revision Date: July 2024

Schedule: 37.5 hours per week

Salary: \$22 - \$26/hr

POSITION BACKGROUND

The Marketing Coordinator reports to the Director of Advancement and Communications and supports the efforts of the Advancement Committee related to building community relationships, development, and marketing. In addition, the position will participate as an active member of a team of professional employees dedicated to implementing the long-range strategies of Reading Public Library (RPL).

The Marketing Coordinator will create content and manage a range of communication projects across multiple channels. This includes digital communications (social media; website; and mass e-mails) and media/press. The position will assist with developing and implementing strategies, which increase the community's awareness of library services and programs; work with partners in the fundraising department to produce high-quality communications conveying key messages to potential and existing donors; and maintain the integrity of the RPL visual brand in all types of communications.

This demanding and diverse role includes a mix of administrative, managerial, and creative work. This is a full-time position averaging 35 hours per week that requires occasional evening and weekend work.

JOB SUMMARY

- Create, oversee, and manage website content, ensuring it is current and up-to-date. Analyze website usage statistics, and monitor industry trends. Research website content when needed. Write, edit, and publish for SEO (Search Engine Optimization).
- Create engaging content for social media posts. Schedule and monitor colleagues' posts.
- Promote social media content within the organization and foster best practices regarding social media and digital content.
- Analyze social media data to draw insights from previous posts and trends.
- Engage in dialogue and monitor online patron issues.
- Collaborate with internal and external partners to develop and execute marketing plans for library programs and events.
- Manage project workflow with vendors such as graphic artists and printers.
- Use e-mail marketing tools and print materials to meet marketing objectives for general awareness, program awareness, funding education, and fundraising.
- Develop and distribute quarterly electronic and/or printed newsletter(s).
- Manage media list. Edit and issue press releases.
- Assist Director of Advancement and Communications as needed with all major fundraising and cultivation events.
- Attend all major fundraising and cultivation events.
- Assist with increasing the visibility of the RPL's marketing department through professional networking.
- Design and submit content for advertising needs.
- Other duties as assigned

MINIMUM QUALIFICATIONS

Educational Requirements

- A High school diploma or GED equivalent required.
- Bachelor's Degree preferred (with a focus in communications, marketing, or graphic design a plus)

Experience

- 3 years of professional experience in communications, marketing, or a related field

Clearances

- PA Child Abuse Clearance
- Mandated Reporting Training for Child Abuse
- PA Criminal Record Check
- FBI Criminal Background Check

KNOWLEDGE, SKILLS & ABILITIES

- Self-starter with high level of initiative and ability to work independently
- Knowledge of methods, practices, and techniques of electronic communication, including website and social media
- Proficient with content management systems (CMS) like WordPress and basic HTML/CSS knowledge
- Creative and innovative thinker with outstanding written and verbal communications skills
- Ability to multi-task with results-oriented mindset
- High level of computer proficiency including Outlook and Microsoft Office Suite.
- Willing and able to work collaboratively with a variety of stakeholders

WORKING CONDITIONS

Scheduling flexibility required as work schedule may vary based on the needs of the library. Evening and weekend hours required. Must have own transportation.

Frequent standing, sitting, bending, talking, hearing, speaking and mental concentration necessary; use of hands to finger, handle, feel or operate objects, tools, or controls and reach with hands and arms; specific vision requirements include close vision, color vision and the ability to adjust focus. Must be able to communicate and to be understood clearly. Must be able to lift a minimum of 30 pounds and handle the physical demands of the job. This is a physically active position. *(This job description does not constitute an employment agreement between the employer and employee. It is used as a guide for personnel actions and is subject to change by the employer as the needs of the employer and requirements of the job change.)*

Disclaimer

Management reserves the right to add, modify, change or rescind work assignments as needed. The essential functions or duties listed above are intended only as illustration of the various types of work that may be performed and are representative of those that must be met by an employee to successfully perform the essential functions of the job. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.