

Henry County Library System

Job Title: Marketing Assistant

FLSA: Non-Exempt

JOB SUMMARY:

The Marketing Assistant works as a support to the Marketing Manager. This position is responsible for assisting in planning, writing, producing, and managing content for marketing, branding, & promotions for internal and external communications for the library, including print media, online media, social media, and outreach events. The typical work week is Monday through Friday, but special events and outreach programs require that the Marketing Assistant have the flexibility to work some evening and weekend hours. The incumbent must be an outstanding verbal and written communicator, capable of communicating effectively through face-to-face discussions, presentations, emails, social media posts and other communication channels as needed.

ESSENTIAL DUTIES:

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

- Assists with the creation of materials such as brochures, flyers, displays and digital signage.
- Assists with the creation of press releases, presentations, speeches, and correspondence by gathering information, editing, and distributing materials to staff and external organizations.
- Visit branches to help with their publicity needs and to communicate those programs to the media.
- Participates in community outreach to promote the HCLS image and programs.
- Assists in planning events and promotional marketing for events.

REQUIRED KNOWLEDGE AND SKILLS;

- Computer skills with proficiency in Microsoft Office Suite, including publisher.
- Excellent verbal (public speaking) and written communication skills.
- Attention to detail and ability to multitask in a deadline driven environment.
- Ability to work collaboratively and with minimal supervision.
- Graphic design experience a plus.
- Understanding of Social media and content creation in social media.

GUIDELINES:

The incumbent will follow the best practices for branding and promoting the library within the community to create a clear, unified identity, and voice for the Library System. The incumbent will also participate in activities within the community to expose citizens to the resources of the Library and to build partnerships that will benefit both the community and the Library.

SUPERVISORY CONTROLS:

Works under the general supervision of the Marketing Manager. Works closely with all members of the Administrative Staff and Branch Staff.

SUPERVISORY RESPONSIBILITIES:

None

PHYSICAL DEMANDS:

Requires manual dexterity and physical strength to set-up tables, chairs, and various displays. Work may be performed in an office setting, in the library branches, at community events, in outdoor venues, etc.

CONTINUING EDUCATION:

Completes continuing education classes as assigned; seeks and pursues professional development opportunities with supervisor approval. Shows initiative in improving and expanding professional skills.

MINIMUM REQUIREMENTS:

Education: Associate Degree. College graduate preferred.

Experience: One year of customer service or previous library experience preferred.

Must have access to reliable transportation.

Any combination of experience and education providing the needed skills, knowledge, and abilities will be considered.