

JOB DESCRIPTION

POSITION: Marketing & Design Specialist

LOCATION: Mishawaka Library

FLSA Status: Non-Exempt

HOURS OF WORK: Full Time/32-40 hours per week.

WAGE: *\$16.00 per hour*

BENEFITS: As specified in the latest edition of the staff handbook or as amended by the Board of Trustees.

DIRECT SUPERVISOR: Marketing Manager

QUALIFICATIONS AND WORK SKILLS:

1. Associates degree in graphic design, communication, marketing, public relations or related field.
2. Prefer a minimum of two (2) years demonstrated experience in internal and external marketing & design.
3. Experience developing and maintaining measurable marketing and communication strategies to meet organizational objectives, including targeting, message development, delivery and ROI.
4. Experience in graphic design, photography & video editing
5. Demonstrated proficiency in Adobe Create Suite, Acrobat Pro and other graphic design programs in a PC environment, along with ability to provide graphic design services and feedback.
6. Demonstrated ability to creatively solve problems, handle challenging situations in a positive manner; create and maintain positive staff relationships; multi-task and prioritize; and demonstrate innovation.

Position Summary

This position is responsible for producing internal and external communications and providing operational support to branding, promotions, and public relations for the MPHPL system. Duties include providing input into the development and implementation of the Marketing communications plan which supports the strategic goals and initiatives of the library and heightens awareness and the understanding and engagement with library services, programs and resources.

DUTIES & RESPONSIBILITIES:

1. Assures design integrity, visual quality, effective communication, and publication style of MPHPL's website; secures photographs/graphic elements for site; develops features and highlights sections in collaboration with department coordinators, and ensures sections are updated and relevant.
2. Plan, write, edit, proof and produce print and electronic publications and presentations in support of the MPHPL' system and associated programming.
3. Assist in the prioritization and direction of workflow to ensure efficient and timely completion of content development, design, review, and production requests from internal departments.
4. Produce internal and external communications; assist in the evaluation and effectiveness of systems and workflow.
5. Possess a firm understanding of prepress knowledge and file packaging for print
6. Adhere to the MPHPL brand, ensuring consistency in visual brand elements as well as written tone, naming and other branding guidelines.
7. Incorporate technology and social media in implementing communication plans.
8. Oversee MPHPL social media policy and strategy, coordinating with authorized contributors across the organization to ensure its effectiveness; encourage adoption of relevant social media techniques for promotion of library resources and services.
9. Ensure design integrity, visual quality, effective communication, and publication style of MPHPL's website; secure photographs/graphic elements for site; develop features and highlights sections in collaboration with department coordinators, and ensure sections are updated and relevant.
10. Identify services, resources, and programs for marketing and promotional opportunities; develop strategies and carry out a wide range of marketing activities.
11. Assist in the design and publication of surveys, including marketing and public opinion research, as part of the evaluation of library services, resources, and programming and help measure strategic plan goals and initiatives.
12. Send weekly programming information to local media for advertisement
13. Represent MPHPL at public functions and serve as a MPHPL liaison to community groups as assigned.
14. Participate in library-wide committees and perform other duties as assigned.

PHYSICAL REQUIREMENTS:

1. Ability to sit for extended periods of time while keyboarding.
2. Ability to hear patrons and staff (with or without hearing aids) accurately in person and on the phone to facilitate an appropriate response.

3. Ability to see (with or without glasses) to perform all duties as assigned.

January 2019