



## Marketing Coordinator – Full-Time

40 hours per week, includes evenings and weekends.

Salary based on qualifications and experience, plus generous benefits package and paid time off.

Open until filled, first consideration to those received by August 27<sup>th</sup>, 2019

Complete application online along with cover letter and resume: [Apply Here](#)

### General Job Description:

Come join the Redford Township District Library team as we look to expand our outreach with this newly created full-time position. The Marketing Coordinator position provides the opportunity to plan and execute marketing campaigns that attract users to the library. This position will help to generate creative programming ideas and oversees community outreach. The mission of the Redford Township District Library is; Inspiring Ideas, Enriching Lives, and Creating Community.

### Responsibilities:

- Ensures consistent library identity and branding across all media platforms.
- Collaborates with departments about outreach services and opportunities.
- Works with staff to create, deliver, and assess the library's programming for all audiences.
- Informs and educates staff about library campaigns and strategic directions.
- Represents the library at public functions and to the media.
- Coordinates and edits the creation of library promotional materials.
- Assists with special library functions and fundraising efforts.
- Attends professional continuing education seminars related to departmental tasks and objectives.
- Manages special projects and other duties assigned by Director

### Qualifications:

- Minimum of 2 years' experience in marketing, communications or related field
- Completion of bachelor's degree, preferably in marketing/public relations
- Knowledge of graphic design and layout and ability to create signage and publications.
- Experience developing social media strategy across all platforms (Facebook, Instagram and Twitter)
- Strong writing ability.
- Valid driver's license.

### Physical Requirements:

- Manual: able to operate computer keyboard and mouse.
- Visual: able to detect color coding, read documents, and a computer screen.
- Communication: Fluent in English, both written and oral. Able to speak and be heard and hear the speech of co-workers and patrons in person and over the phone. Able to be heard by a larger group of people without the aid of a microphone.
- Pushing/pulling, lifting and carrying: able to lift lightweight folding tables, manipulate a canopy tent (with assistance) and push carts of supplies to events outside the library.