



WILLIAM P. FAUST PUBLIC LIBRARY OF WESTLAND

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MARKETING AND COMMUNICATIONS DIRECTOR Position Description

Reports to:	Library Director
Schedule:	Full time, 40 hours per week. Flexible schedule to include days, nights, and weekends.
Salary:	Starts at \$53,895/yr
Benefits:	Vacation leave, personal leave, and paid holidays. Employer-provided contribution to retirement (401a) after meeting service requirements. Health, Dental, and Life insurance. Reimbursement for vision expenses.

SUMMARY:

Under the supervision of the Library Director, this position is responsible for the development of all marketing and promotional activities and implementing creative strategies that increase the community's awareness of library services. Performs market research and finds innovative ways to reach non-library users and communicate the Library's vision. Works with staff throughout the Library to develop and implement campaigns, programming, partnerships, and other projects that enhance the Library's image in the community. Conducts outreach to local businesses, community members, and stakeholders to clearly communicate the Library's vision. Ensures consistent library identity and branding across all media platforms. Designs, creates, and distributes print and electronic materials, including brochures, flyers, posters, calendars, newsletters, and signs. Does not directly supervise staff, however, is expected to work in cooperation with staff.

DUTIES AND RESPONSIBILITIES:

1. Identifies and seeks out marketing opportunities to reach non-library users.
2. Plans and implements a creative and proactive marketing and public relations program based on the Library's goals and objectives.
3. Designs, creates, and distributes printed and digital marketing materials, including the newsletter, brochures, flyers, posters, signs, etc.

DUTIES AND RESPONSIBILITIES (continued):

4. Provides guidance and support to other staff members in marketing the Library and its services.
5. Expected to maintain confidential information.
6. Leads social media strategy and content and serves as the primary administrator of the library's social media accounts.
7. Updates the library's website and social media sources and provides updates to include library news to City of Westland media platforms.
8. Works closely with the staff to plan and implement special promotions and coordinate participation in community events and attends the events.
9. Works closely with all departments to ensure branding and messages are consistent across all forms of library communication.
10. Regularly conducts relevant market research, monitors trends, analyzes and reports the impact of marketing and communications efforts directly to the Library Director.
11. Maintains files and other records of library history and coverage in the media.
12. Participates in grant writing and other fundraising activities for library projects.
13. Compiles, reviews, and interprets statistical data.
14. Serves on workgroups/committees and participates in special initiatives as assigned by the Library Director.
15. Performs other duties as assigned by the Library Director.

EDUCATION AND EXPERIENCE:

- Bachelor's degree in marketing, public relations, journalism, or related field.
- 3-5 years experience working in public relations/marketing.
- Project management and graphic design experience desired.
- Some library experience is desired.
- Event planning and fundraising experience desired.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Experience conducting market research desired – i.e., identifying and targeting both regular and non-regular library users.
- Develop and execute campaigns throughout the year.
- Excellent knowledge of marketing/public relations and various graphic design technologies and software such as InDesign, Photoshop, etc.
- Excellent written and oral communication skills, as well as strong editing and proofreading skills.
- Demonstrated proficiency with computers and internet applications, mobile devices, social media, website design, and content management systems.
- Knowledge of email marketing and experience using email marketing service providers such as ConstantContact, print and digital marketing strategies.
- Experience developing social media strategy across platforms such as Facebook, Instagram, Twitter, TikTok, etc.
- Strong attention to detail and accuracy.
- Good knowledge and appreciation of the value of public library services.

KNOWLEDGE, SKILLS, AND ABILITIES (continued):

- Ability to prioritize multiple projects and meet deadlines and commitments without compromising thoroughness and accuracy.
- Excellent communications and interpersonal skills with staff and the public.
- Works independently and takes initiative to successfully complete duties.
- Ability to work cooperatively with library staff in a team environment.
- Maintain regular and positive attendance.
- Ability to handle confidential and sensitive information appropriately and securely.
- Enthusiasm for learning and adapting to new ideas and technologies.
- Valid Michigan driver's license.

PHYSICAL REQUIREMENTS:

- Physical ability to push/pull fully-loaded book carts weighing up to 200 lbs. retrieve or place materials above shoulder or below knee level, and lift/carry materials and delivery bags weighing up to 40 pounds.
- Ability to sit, stand, and walk for long periods, and the ability to bend, reach, stoop, or crouch.
- Sufficient clarity of speech and hearing which permits the employee to communicate in writing and verbally.
- Sufficient vision which permits the employee to produce and review a wide variety of materials in electronic and hard copy form.

The physical demands described above represent those that an employee must meet to perform this job's essential functions successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

As a condition of employment, the successful candidate must pass a background check and pre-employment physical. The Library will consider a combination of the candidate's education, training, and work experience in making its hiring decision.

This job description is intended to describe the general nature and level of work performed by a person assigned to this job. The details herein are not to be construed as an exhaustive list of all job duties that may be performed by a person so classified. The Library reserves the right to revise this job description at its discretion.