

Hinsdale Public Library Job Description

Position

Marketing and Outreach Manager (2023)

Reports to:

Executive Director

Status

Full Time Exempt

Grade 8

Minimum Qualifications

- Bachelor's Degree in marketing, communications or equivalent experience; Master's degree in Library Science desirable
- One year in marketing/design/public relations
- Knowledge of marketing best practices
- Knowledge of basic computer software such as word processing and spreadsheets, operating systems and Internet browsers, graphics software (Adobe preferred) and popular social media platforms
- Ability to represent the Library in a professional manner, including public and private responses to patrons and media requests for information
- Ability to create engaging and appropriate content for library web sites and social media
- Ability to design and interpret reports to track marketing efforts and audience penetration
- Ability to train staff and provide feedback on maintaining the Library's brand
- Ability to work with minimal supervision, making decisions within stated guidelines to solve problems and to produce accurate work on a timely basis
- Strong project and time management skills
- Strong interpersonal skills and the ability to maintain and foster cooperative and courteous working relationship with the public, peers, supervisors and across departments
- Excellent oral and written communication skills, including explaining technical subjects to non-technical staff and library patrons
- Ability to imagine, plan and implement creative projects
- Demonstrates initiative and constructive use of time

Job Responsibilities

Oversee the implementation of the Library's internal and external communication and marketing efforts and the reporting of metrics used to measure success. Coordinate the library's outreach and participation in community events.

Primary Duties

- Provide high quality public and internal customer service
- Design, implement and facilitate the Marketing Plan for the Library
- Market the Library's materials, services and events by creating publicity materials, including writing press releases; writing, editing, and designing the Library's newsletter; and creating fliers, posters, and other graphic materials
- Manage the Library's social media accounts, approving and creating content appropriate to each channel, promoting posts from community partners, and evaluating effectiveness of campaigns

- Oversee appearance and content of the Library’s website and app, insuring brand integrity, timeliness of information, and overall utility and appeal
- Engage residents with targeted text and email content and distribute library updates and program information on a regular basis
- Coordinate outreach and participation in community events
- Coordinate special events
- Communicate and establish a positive relationship with local newspaper reporters and photographers
- Oversee the Library’s use of demographic software or reports that help the Library identify and target user groups
- Maintain the Library’s brand integrity—including training for and approving internal signage and collateral materials
- Serve as Library liaison to Friends of the Hinsdale Public Library
- Select, train, direct, and evaluate the work of staff or contracted employees hired to support the Library’s marketing goals
- Manage marketing budget
- Actively engage in self-directed professional development, including technology and library trends and issues, and participation in local, state, or national associations
 - Participate as part of the management team:
 - Assist in annual planning and budget process
 - Develop policy recommendations
 - Submit reports to the Executive Director
 - Serve on library committees and professional and community organizations
 - Implement objectives for the Library’s Strategic Plan, overseeing objectives as assigned.

Additional Duties

- Assume full responsibility for the Library when assigned. Take an active role in maintaining the wellbeing of the Library
- Coordinate relationships with sponsors
- Coordinate relevant committees and work groups
- Coordinate community collection point partnerships
- Other duties as assigned

Technology Competencies

- Employees are expected to use Library resources to develop and maintain proficiency in the areas identified as essential for their role.

Working Conditions

- May require the employee to sit or stand for prolonged periods of time
- Requires the ability to move about library to help patrons
- Requires the ability to operate a keyboard
- Requires the ability to communicate using a telephone and computer
- May require local travel for library outreach
- Work is conducted in an office public setting which provides comfortable lighting, temperature and air conditioning.

Service Philosophy

The Hinsdale Public Library is committed to providing gracious, responsive, solution-oriented service from a knowledgeable, motivated and well-trained staff. Every employee plays a part in influencing our patrons' perception of the Library. We perpetuate a positive perception by behaving in a way that is professional, reliable, and friendly.

Service Principles

1. Strive to make it easy for everyone to use the Library and its resources.
2. Save everyone's time. Assist people to the best of your ability at the initial point of contact.
3. Value the person with whom you are working, give them undivided attention and clearly communicate how you are going to assist them. Follow up when appropriate.
4. Solve problems. When a problem arises, which is inevitable, work with the person to identify an acceptable outcome. The best resolutions are easy to explain and execute and demonstrate an understanding of the other person's perspective.
5. Acknowledge missed opportunities and identify how you can offer a better resolution.
6. Be a voice for the user. When rules and policies don't make sense to our patrons or coworkers, challenge the way the Library operates and seek opportunities for improvement.
7. Find opportunities to increase your knowledge about the Library and the community.