

Library Center of the Ozarks

Outreach & Marketing Specialist

Job Description

Primary Duties: The Outreach & Marketing Specialist is responsible for the promotion of the Library's services, programs, and collections to the public through traditional channels and through community outreach.

Outreach: Bringing the Library to the community!

- Develop and present interactive outreach programs and activities to the community that highlight and offer library services. Examples include visits to schools, parks, senior living facilities, etc.
- Attend special events and meetings to promote the Library's services, resources, and programs. Examples include setting up tables at school and community events with library material to promote library services and resources.
- Build relationships, partnerships, and coordinate efforts with outside agencies, community groups, and City departments to provide library services to the community.
- Participate in library special projects both in-house and outside the library.

Marketing:

- Market and promote all library programs and services to appropriate groups by creating flyers, posters, brochures, and other promotional material.
- Manage and maintain areas in the library reserved for public relations such as the display tables, poster locations, brochure kiosks, etc.
- Maintain and oversee the library's website by adding new services and resources offered, updating policies and procedures, and maintaining the Library Board's and Friends' information pages.
- Develop, maintain and oversee all social media accounts with daily postings on all accounts.
- Coordinate with library staff to create uniform signage throughout the library to create a strong brand.
- Create monthly online newsletters and special project emails.
- Create and distribute press releases.
- Serve as library photographer/videographer, taking photos and/or videos during library events.

- Develop templates and tools for Library staff to use independently to promote programs, services, and the collection.
- Talk to community groups about what is available at the library and to sign up members for a library card.
- Analyze promotional metrics monthly, gather and compile data for reports and prepare statistical and analytical reports of Library activities, monitor expenditures and budget.

General:

- Demonstrate dedication to the field of library science by keeping abreast of current literature and developments affecting library services.
- Evaluate library services and make recommendations for improvement and suggestions for new services as needed, as well as new policies and procedures.
- Develop tools and techniques to help the Library achieve stronger outcomes in literacy, education, workforce and economic development.
- Serve all library users by assisting in other departments as needed.

Specific Knowledge, Skills and Abilities:

- Demonstration of a high degree of creative imagination and originality in creating advertisements for the library, including a feeling for color, design, and layout.
- Proficiency with relevant desktop publishing software and tools such as Adobe Express, Illustrator, Photoshop, etc. to produce high-quality, well-written materials such as brochures and flyers.
- Proficiency with social media platforms to promote library services and programs.
- Ability to write grammatically correct press releases, professional correspondence, and program descriptions is required.
- Special knowledge of public library services, publishing trends, authors, titles and reading interests of all ages.

General Knowledge, Skills and Abilities:

- Ability to exercise initiative, leadership, and independent judgment.
- Ability to organize work, set priorities, use time effectively, and meet deadlines.
- Ability to multi-task and work with frequent interruptions.
- Ability to interact with people of varying personalities and ages in a variety of situations.
- Ability to analyze and creatively solve problems.
- Flexible, adaptable, and able to flourish in a changing environment.
- Cross-training in order to perform other duties and responsibilities is required.

Education and Experience

- Associate's degree in an appropriate field (such as marketing, public relations, graphic design, web development, etc.) or any equivalent combination of experience, training and/or education is required.
- One year of library or relevant experience is required.
- Public library experience is strongly preferred.
- Proficiency with computers, document creation software, presentation software, spreadsheets, social media platforms, and photo and video editing software is required.
- Graphic design experience and the ability to create promotional material are required.

Reporting Structure

- Reports to the Library Director