

MERIDIAN LIBRARY DISTRICT

Marketing Librarian



Position Summary

The Marketing Librarian performs a variety of professional library duties to uphold the District's mission, values, and service philosophy. This position develops District marketing strategy; designs, implements, and evaluates brand awareness, advocacy and promotion of library programs and services.

Librarians at Meridian Library District actively engage in building connections with diverse community organizations and leaders to foster awareness and engagement with library services.

Duties and Responsibilities

Essential

Project Management

The Marketing Librarian uses principles of project management to spearhead library initiatives that align with the Meridian Library District's strategic goals and are responsive to community needs. Leads and actively participates in District committees. Works collaboratively with staff from across the District in various departments and positions to support library initiatives; supports clear communication between library administration, management teams, committees, and library staff.

Brand Strategy

The Marketing Librarian supports marketing strategy and promotional content on social media, digital signage, and print formats to drive brand awareness. Monitors the use of the District's branding to ensure integrity and consistency. In conjunction with the Strategic Initiatives Manager, develops, implements, and assesses marketing and engagement strategies for the District to

ensure coordinated and consistent messaging. Actively promotes and monitors library services and programs on District platforms, public calendars, and community collaborations.

Marketing Content

The Marketing Librarian coordinates the advertising and marketing of library services, programs, and events. Creates, and oversees, marketing content development for digital, print, and social media platforms. Ensures all marketing is accessible, inclusive, and aligned with the District's mission, values, and strategic plan.

Customer Service

The Marketing Librarian provides excellent customer service, internally and externally, and makes customer focused decisions based on library policies and procedures. Drawing upon advanced knowledge of library resources and practices, is responsive to patron and library staff feedback regarding the District's social media and marketing materials. Participates, and collaborates, in the Lynx Library Consortium marketing committee to share best practices and marketing opportunities. Actively promotes respect for diversity and creates an inclusive, welcoming, and respectful library atmosphere. Is engaged in professional activities through associations, committees, or other organizations outside of the Meridian Library District. Establishes and maintains community partnerships and provides embedded library services to organizations within the Meridian community. May work with and collaborate with third-party vendors to support District services and initiatives.

Research and Reporting

The Marketing Librarian is well-versed in public library trends and practices; social media and marketing trends; design elements for print and digital media; current events and community interests. Maintains an advanced knowledge through regular review of professional literature, market research, and continuing education opportunities. May present, on occasion, to library administration and the Library Board of Trustees. Maintains accurate records, collects statistics, and prepares reports related to library services and events as requested by administration. Maintains public calendars to ensure accuracy and program promotion.

Marginal

Provides marketing design and content creation training for library staff.

May work with and/or direct the work of volunteers in providing library services.

May apply for outside grants and sponsorships for supplemental funding as authorized by library administration.

Performs other duties as assigned.

Qualifications

Minimum Qualifications

Knowledge, Skills and Abilities

Demonstrated commitment to diversity, equity, and inclusion.

Proficient with standard office applications (including Microsoft Office and Google Workspace), online library automation system, and online searching. Understands the role of technology in providing library services and is proficient in that technology. Ability to learn and adapt to new software and equipment technologies. Has a desire to continuously learn and develop personal skills, experience, understanding, and knowledge.

Provides exemplary customer service and embodies the values of the District. Has excellent interpersonal skills and the ability to communicate effectively and appropriately with people, including volunteers and coworkers, of all ages, from diverse backgrounds. Has a desire to work in a public service role, builds and maintains working relationships with individuals at all levels of the library, and fosters positive partnerships with outside organizations.

Understands the principles of project management in libraries. Experienced in creating and administering surveys and other evaluation tools to establish, measure, and evaluate service outcomes.

Must be able to work alone at a location and be able to juggle multiple priorities. This position requires persuading or gaining cooperation and acceptance of ideas and/or the resolution and negotiation of conflicts.

Knowledge of Canva, social media platforms and engagement practices, (best practices, audience engagement, scheduling, planning), Adobe Creative Cloud, photo editing software, and video content creation software.

Experience

1-3 years of professional library experience with program or event planning and marketing experience.

Education

Master of Library Science (MLS) or Master of Library and Information Science (MLIS) from an American Library Association (ALA) accredited institution, enrolled or completed; or equivalent combination of education and experience in a related field.

Training, Licenses, or Certifications

Valid driver's license in good standing or the ability to obtain one.

Supervisory Responsibility

None

Preferred Qualifications

Bilingual, preferably Spanish-English or Russian-English.

Working Conditions

Physical Requirements

This position requires the employee to routinely sit, stand, walk, and perform manual dexterity movements; constantly see, hear, listen, and speak clearly; occasionally crouch or squat and twist/turn; seldom balance, kneel, crawl, and climb. This position also requires the employee to reach at, above, and below shoulder height; lift, carry, and grasp objects weighing 10-25 pounds and push/pull objects weighing up to 50 pounds.

Mental Requirements

This position requires the employee to read, write, perform clerical duties, comprehend and use perception, perform alphabetical and numerical sorting/filing, and perform basic math. Requires independence in decision-making and a comfort level with autonomy.

Technology, Equipment, and Devices

This position requires the employee to regularly operate and exhibit proficiency with computers and commonly used office software, library systems and databases, email, and cloud environments. This position requires the employee to operate and occasionally troubleshoot general office equipment and other new consumer technologies.

This position requires operation of a vehicle on behalf of the District.

Work Environment

This position requires the employee to be subjected to repetition, working alone, working remotely, working around others including community partners and volunteers, verbal and face-to-face contact; inside environments; working in community facilities and may be exposed to uneven walkways and door sills at those facilities and ice in parking lots and sidewalks.

Expected Hours and Location of Work

This position requires the employee to work a workday (Monday-Friday) daytime schedule with occasional evening and weekend (Saturday-Sunday) shifts. Position schedule and work location are subject to change at the discretion of management to support operational needs.

This position works a full-time schedule of 40 hours per week.

Expected Travel

This position requires routine travel between Meridian Library District locations and community events within the Lynx Library Consortium boundaries; limited travel for training and conferences.

Disclaimers: The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job. All employees may be required to perform duties outside of their normal responsibilities from time to time, as needed. Management reserves the right to assign or reassign duties and responsibilities to this position at any time.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this job.

Meridian Library District is an Equal Opportunity Employer. Hiring and employment practices are done without regard to race, color, religion, national origin, sex, sexual orientation, gender identity, age, or disability. In addition, preference in employment may be given to veterans who qualify under state and federal laws and regulations.