

JOHNSON COUNTY PUBLIC LIBRARY

POSITION DESCRIPTION

TITLE: Marketing & Outreach Assistant

REPORTS TO: MAC Manager

LOCATIONS: LSC

GENERAL SUMMARY: I am part of the team that promotes JCPL. I organize the library's participation at system-wide events including fairs and festivals. I prepare booth materials for large marketing events, like festivals, back to school nights, and other large community events. I produce physical materials to ensure the library branches have all necessary promotional materials. I assist in running JCPL on Wheels library services each week.

PRIMARY RESPONSIBILITIES:

- I create a courteous, welcoming environment based on *Here to Help* customer service principles to all internal and external customers
- I am responsible for the production of physical marketing materials. This includes printing, laminating, and cutting publicity in order to get promotional materials to the branches efficiently
- I organize the library's participation and appearance at community events, such as fairs & festivals. This includes scheduling events, coordinating staffing, and creating materials
- I work with the System-wide Programming Department to directly deliver library services through outreach, including staffing the library outreach vehicle. I provide input to the Outreach Coordinator with regards to route, scheduled stops, and program options that will meet community needs
- I assist the Marketing and System-wide Programming Departments at large events
- I coordinate distribution and posting of publicity within JCPL and local businesses
- I coordinate Marketing's supply inventory and equipment maintenance
- I assist people of various ages, interests, and abilities in having a successful library visit

SECONDARY RESPONSIBILITIES:

- I participate in a rotation of working public service desks
- I participate in JCPL committee and task forces
- I attend and participate in department and building staff meetings
- I perform other duties as assigned

QUALIFICATIONS:

Education and Experience

- High School diploma and 2 years college preferred
- Strong communication and interpersonal skills, including public relations
- Experience using computer software
- Experience in public library setting desirable

- Experience working with young children desirable
- Maintain a valid driver's license

Knowledge, Skills, Abilities:

- Excellent verbal communication skills
- Strong time management skills with the ability to be productive and efficient
- Organizational skills
- Computer literacy
- Supports the principles of equity, diversity, and inclusion as outlined in JCPL's Diversity Statement
- Dedicated customer focus with internal and external customers; establishes and maintains effective relationships with customers and gains their trust and respect
- Ability to work independently
- Mobility to work at different locations as required
- Ability to work effectively with people of all ages
- Ability and flexibility to work varied schedule including evenings and weekends
- Ability to drive the outreach vehicle to scheduled routes

PHYSICAL DEMANDS:

- Ability to use a keyboard and multi-button telephone
- Ability to use art supplies
- Ability to use scissors, pens, pencils and paints, etc.
- Ability to lift 20 pounds repetitively
- Ability to lift heavy hardware up to 50 pounds
- Ability to reach 72 inches above floor and bend down to floor
- Ability to work with noise distractions
- Ability to use special equipment (laminators, labeling machines, laser printers, poster printers, scanners, copy machine, etc.) with training
- Ability to determine colors, shapes and sizes for program publicity
- Ability to sit or stand for long periods of time
- Ability to move a loaded cart whose total weight might be 120lbs.
- Ability to travel independently

The above is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive list of duties, responsibilities, and requirements.

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

**Although employment with the Johnson County Public Library is for a particular position at a certain location, the Library reserves the right to reassign an employee based upon the needs of the library system.*