



**JOB DESCRIPTION
ANDERSON PUBLIC LIBRARY**

Job Title:	Community Engagement & Marketing Manager
Department:	Community Engagement & Marketing
FLSA Status:	Exempt
Employment Status:	Full time
Pay Grade:	328
Supervisor's Title:	Library Director
Last Revision:	February 2023

Job Summary: The Community Engagement & Marketing Manager is responsible for the operations of the Community Engagement & Marketing department. Develops marketing strategies for library programs, resources, and services.

Essential Job Duties:

1. Oversees and assists in the production and distribution of attractive library publications and promotional materials. Contracts with outside vendors for printing and other professional marketing services as needed.
2. Initiates, plans, and conducts a variety of in-person and offsite events and activities to encourage the use of the library, including speakers, performers, films, special events, reading clubs, and outreach events in the community.
3. Participates in community events to promote library resources, services, and learning opportunities in support of the library's strategic plan. Attends scheduled events and assists with set-up and clean-up of event space, assists presenters, and ensures that presenters and customers have a pleasant experience.
4. Drafts recommendations to administration for revised marketing strategies and procedures.
5. Supports the Library's social media presence and maintains content on the Library's website.
6. Adds value as a key member of management. Understands the organization, financials, industry, customers, and strategy.
7. Selects, supervises, trains, and evaluates department staff and effectively schedules staff to best meet library needs.
8. Manages budgets and resources and understands their department's and the organization's overall financial position.
9. Manages vendors and outside service providers. Sets expectations and holds them accountable.
10. Collaborates with various departments regarding programs for outreach to the community. Supervised delivery services.
11. May work at a public service desk to maintain familiarity with available resources and customer requests.
12. Seeks and writes grant proposals for programming and/or marketing ideas or collaborate with other staff on grant proposals.
13. Serves on library management team and shares leadership of monthly managers meetings. Collaborates

with library administration in developing and implementing policies and procedures.

14. Complies with Anderson Public Library's policies, procedures, rules, guidelines, requirements, standards, principles, and practices applicable to the job, including [but not limited to] work scheduling and attendance, customer service, use of Library property and equipment, personal and professional conduct, and confidentiality.
15. Performs other duties as assigned.

Job Education and Experience:

- Education: Master's Degree in Information and Library Science is required.
- Certifications or licensure: LC3 or higher is required.
- Years of relevant experience: 5 to 7 years is required.
- Years of experience supervising: 2 to 5 years is preferred/required.
- A valid driver's license, automobile insurance, and reliable personal transportation is required.

Job Knowledge, Skills, and Abilities:

1. Knowledge of library operations and services.
2. Knowledge of the principles and practices of library science.
3. Ability to operate printing, copying, finishing, photography, and other production equipment.
4. Skill in customer service.
5. Skill in creating, planning, coordinating, and facilitating programs and events.
6. Skill in public speaking.
7. Skill in graphic design is preferred.
8. Ability to implement and manage change within their department and/or organization.

Work Environment:

Typically performs work sitting in office that requires frequent walking, light lifting, carrying, bending, grasping, pushing, and other limited physical activities. Requires frequent sustained physical operation of computer, office, and printing equipment, with frequent in-person and phone contacts with customers and library staff. This position is also often performed outside of standard office settings and facilities and requires performing duties in all weather conditions.

Physical Demands:

Specific vision requirements necessary for this job include close vision and ability to adjust focus.

While performing duties of this job, the employee is regularly required to:

- Frequently [over 2/3 of work time] sit and use hands to finger, handle, or feel; and talk or hear.
- Frequently [1/3 to 2/3 of work time] reach with hands and arms.

- Occasionally [less than 1/3 of work time], the employee must: stand; walk; climb or balance; and stoop, kneel, crouch, or crawl.
- Frequently [1/3 to 2/3 of work time] exert up to 10 pounds of force to lift or move objects and must occasionally [less than 1/3 of work time] exert up to 50 pounds of force to lift or move objects.

Equipment Used:

Equipment used includes computers, email/calendar software, internet/intranet browsers, word processing, spreadsheets, database software, and various other software, hardware, and job-specific technology and equipment.

The work environment characteristics and physical demands described here are representative of those an employee encounters while performing the essential functions of this job. Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Core Values:

Good Stewardship	Open Access	Community Focus	Collaboration	Purpose Driven
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Acknowledgment:

I certify that I have read and understand the job description for my position. I understand the job description does not constitute an employment agreement and is subject to change at any time by the employer.

Employee Signature:

Date:

Manager Signature:

Date: