



Marketing and Impact Specialist

Supervisor	Nathan Watson
Hours per Week	37.50
Work Schedule	Full time. Day, evening, and weekend shifts required.
Salary	Salary minimum \$ 19.00 per hour. Non-exempt status.
Benefits	Standard benefits include participation in the Indiana Public Employees Retirement Fund, medical insurance, life insurance, vision insurance, and short-term disability insurance. Other benefits available at employee expense.
Overview	The Marketing and Impact Specialist will craft meaningful and effective messaging that communicates the story of the Bedford Public Library and the impact it has on the community.
Responsibilities	<ul style="list-style-type: none"> • Enthusiastically support the Library’s mission, vision, and values. Build excitement for Library services with staff and customers and be instrumental in shaping the Library’s future. • Develop messages that convey the Library’s Mission and Vision. Communicate the Library’s impact to the community. • Use a variety of platforms to craft communications that are consistent with the Library marketing plan and branding guidelines. • Develop, execute, and evaluate marketing campaigns using data, analytics, and community demographics. • Collaborate with other departments to meet messaging goals. • Report campaign progress to Library leadership and staff. • Develop and maintain positive relationships with customers, staff, and the community. Provide exceptional customer service. • Seek promotional partnerships. • Know and follow Library policies and practices. • Project a positive image of the Library through manner and appearance.

	<ul style="list-style-type: none"> • Embrace change. Promote new ideas. • Other duties as assigned.
Key Competencies	<ul style="list-style-type: none"> • Customer and community focus. • Courteous, friendly, flexible, and accommodating. • Understanding of Library services, products, initiatives, collections, and partnerships. • Knowledge of Library and community demographics. • Awareness of internal, local, regional, and national promotional opportunities. • Knowledge of digital marketing and design products. • Exceptional writing ability. • Experience with social media. • Collaboration. Ability to work with others to achieve a common goal.
Qualifications, Education, and Experience	<ul style="list-style-type: none"> • Bachelor's Degree required. • Marketing experience required. • Experience in design or advertising preferred. • Experience, interest, and skill in using new technologies. • Valid driver's license and licensed vehicle.
Physical Demands	<ul style="list-style-type: none"> • Sit, stand, walk, and speak frequently. • Lift, push, or carry weights up to 25 pounds.

TO APPLY: Submit E-mail resume, letter of application, and samples of work to employment@bedlib.com

This job description is not all inclusive. The Bedford Public Library administration reserves the right to amend this job description at any time. The Bedford Public Library is an equal opportunity employer and as such will comply with all state and federal laws regarding employment practice.