



**Henderson County Public Library  
Marketing and Communications Specialist  
Job Description**

**Job Summary:**

The Marketing and Communications Specialist is responsible for the promotion of the library's collection, services, and programs to the public. This role includes marketing, public relations, media relations, advertising, digital strategy, and internal communications. The Marketing and Communications Specialist creates and disseminates promotional material through appropriate media channels such as traditional print publications (flyers, signs, and posters), online graphics, and broadcast media such as television and radio. The Marketing and Communications Specialist will create promotional videos and audio pieces to promote library events and services and assist other departments with virtual programming and tutorials on the use of apps, databases, and equipment. The Marketing and Communications Specialist will assist library management in identifying, developing, implementing, and evaluating all marketing and promotional strategies for HCPL.

**Specific Duties and Responsibilities:**

- Develop and manage the implementation of the library's comprehensive advocacy and marketing plans. This includes day-to-day responsibilities such as writing press releases, managing marketing campaigns, designing graphics, and working with various departments on marketing initiatives.
- Develop, manage, and schedule social media communications including Facebook, Instagram, Twitter, Tik-Tok, etc.
- Use excellent writing and editing skills to prepare and/or oversee a wide range of communications content, including public announcements, reports, internal memos, email newsletters, presentations, speeches, infographics, videos, and social media posts.
- Design, publish, and distribute a wide range of print and electronic communications and publications such as press releases, signage, newsletters, brochures, flyers, posters, promotional and educational videos, and audio pieces, etc. to be displayed in the library and distributed to media outlets and other organizations as appropriate.
- Create and lead crisis response communications efforts.
- Create and maintain internal communication for staff.
- Develop templates and tools for Library staff to use independently to promote programs, services, and the collection.
- Serve as library photographer/videographer, taking photos and/or videos during library events.
- Post library information to the various community calendars.
- Manage and maintain areas in the library reserved for public relations such as the entry airlocks, poster locations, brochure kiosks, etc. Evaluate effectiveness of these areas and develop ideas for service and event promotion within the library.
- Work with Technology Administrator to promote the library on the library's website, ILS, and other social media outlets.
- Stay informed about issues, trends, and news affecting public relations in public libraries.

- Work flexible hours, including evenings, weekends, or beyond the regularly scheduled workday when time sensitive communications are needed.
- Establish and maintain excellent relationships with vendors related to the ordering of public relations materials and merchandise, negotiating the best price possible, and ensuring the quality of products ordered.
- Assist in the selection and design of library-themed merchandise to sell or use as promotional items.

### **General Duties and Responsibilities:**

- Maintain good relations with the public and staff.
- Follow policies and procedures consistently.
- Attend and participate in meetings, workshops, and conferences as appropriate.
- Represent the library in professional groups and committees within the community.
- Perform other duties as assigned.

### **Education and Experience Requirements:**

- Bachelor'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.
- Public library experience preferred.
- Proficiency with computers, document creation software, presentation software, spreadsheets, social media platforms, and photo and video editing software is required.
- Familiarity with website design and management preferred.
- Graphic design experience and the ability to create promotional material are required.
- Ability to write grammatically correct press releases, professional correspondence, and program descriptions is required.

### **Specific Knowledge, Skills, and Abilities:**

- Ability to apply marketing, public relations, and/or communications methodologies and techniques to a library environment.
- A high degree of creative imagination and originality: a feeling for color, design, and form.
- Thorough understanding of various news media and their requirements for effective communications.
- A thorough knowledge or willingness to learn about the culture of the community.
- Demonstrated knowledge of and experience with desktop publishing including design and layout.
- Knowledge of program evaluation techniques.
- A clear understanding of the library's public service mission and a forward-thinking vision regarding the library's role in the community.
- Strong presentation skills.
- Proficiency with relevant desktop publishing and video editing software and tools such as InDesign, Illustrator, Photoshop, Final Cut Pro, etc.
- Proficiency with Windows-based PC's, Microsoft Office products, Apple products, web searching, and email.

### **General Knowledge, Skills, and Abilities:**

- Ability to organize work, set priorities, use time effectively, work independently, and meet deadlines.
- Ability to multi-task, create acceptable products by strict deadlines, and work effectively with a

variety of people and situations.

- Possession of valid driver's license and good driving record. Willingness to use personal vehicle to attend meetings, make presentations, etc. Mileage is reimbursed.
- Excellent written and verbal communication skills.
- Ability to maintain records in a standard, orderly, and systematic fashion.
- Must be able to pay close attention to details and concentrate on work with frequent interruptions.
- Ability to analyze and to creatively solve problems related to the position.
- Initiative, energy, and imagination are necessary to perform job functions with a minimum of direction.
- Ability to work under broad supervision using established procedures and oral instructions from supervisor.
- Ability to work cooperatively and collaboratively with staff, patrons, community groups, school personnel, media representatives, and the general public to achieve results.
- Flexible, adaptable, and able to flourish in a changing environment.
- Ability to cross-train in order to perform other duties and responsibilities as required.

**Physical Requirements:**

The employee must regularly lift and/or move up to 10 pounds, frequently lift and/or move up to 25 pounds, and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and the ability to adjust focus. The employee is regularly required to stand; sit; walk; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; and talk and hear. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl.

**Work Schedule:**

This is a full-time position that requires 40 hours per week. Varied schedules may include mornings, afternoons, evenings, and weekends in various departments. Dependability and diligent attendance are required.

**Supervisor:**

Library Director