

# MASSILLON PUBLIC LIBRARY POSITION DESCRIPTION

Massillon Public Library is currently seeking a Marketing Specialist

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## POSITION DETAILS:

Position Title: Marketing Specialist  
Reports To: Technology and Marketing Manager  
Position Type: Hourly/Non-exempt

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## PURPOSE

- To serve both patrons and staff by developing and implementing marketing strategies that promote library programs, resources and services
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## QUALIFICATIONS:

- At least one of the following educational qualifications is required:
    - Associate's Degree in Public Relations or other directly related field and 1 year of Public Relations or desktop publishing experience
    - 1 year of post-high school training in Public Relations or other directly related field with 2 years of directly related experience
    - High school diploma or GED with 3 years of experience in directly related field and desktop publishing experience
  - Must have excellent grammar and proofreading skills
  - Familiarity with AP style
  - Experience and good working knowledge of Adobe Acrobat and Adobe Creative Cloud is preferred
  - Familiarity with Microsoft Office 365 applications, Facebook, Instagram, Twitter, Pinterest, etc.
  - Library experience a plus
  - Valid driver's license is required
  - Must have acceptable results on a criminal background check
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## ESSENTIAL FUNCTIONS:

- Collaborate with the Marketing Department, Programmers, and Managers to come up with branding ideas, graphic designs, promotional materials, and advertisements
- Discover effective marketing and promotional channels, including media platforms to be used to relay product messages and programming to library users
- Develop innovative marketing campaigns and present recommendations to management
- Establish and maintain positive relationships with new and existing partners
- Ensure accuracy and timeliness of all publicity released by the Library
- Produce and distribute news releases, television and radio announcements, newsletters, signs, posters, brochures, flyers, and bookmarks (hard copy and electronic)
- Serve as a photographer at Main Library and Branch events
- Plan and create Library displays (shared duty with other staff)
- Write, proofread, and edit creative and technical content across different mediums
- Handle patron concerns in a courteous, tactful manner
- Engage in short- and long-term planning for Marketing needs
- Work with vendors related to Marketing
- Provide promotional baskets for community or Library events

- Maintain supply of promotional materials such as giveaways, prizes, etc.
- Represent the Library at community “fair” and event booths/tables in collaboration with other departments
- Maintain appropriate records and statistics, providing reports, as required
- Handle physical aspects of position which include, but are not limited to: sitting, standing, bending, stooping, moving, reaching, manual dexterity required for computer work, and lifting up to 35 lbs.
- Attend meetings and workshops appropriate to position
- Maintain regular and reliable attendance
- Abide by established Library policies
- Demonstrate ability to get along with others
- Follow appropriate cash handling procedures
- Perform other duties as assigned by supervisor

*NOTE: This position description states the nature and level of assignments normally given in this position; its list of tasks is not exhaustive.*

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**HOW TO APPLY:**

To apply for this position, download an application from: <https://tinyurl.com/MPLapplication2021>

- Please submit the completed application, a cover letter, and resume by mail to:  
Mardea Harden, HR Manager  
Massillon Public Library  
208 Lincoln Way East  
Massillon, OH 44646
- The documents may also be scanned and submitted as email attachments to: [hardenma@massillonlibrary.org](mailto:hardenma@massillonlibrary.org)
- Deadline for application: Open until filled.

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