

MASSILLON PUBLIC LIBRARY POSITION DESCRIPTION

Massillon Public Library is seeking a Full-time Technology and Marketing Manager

INCUMBENT:

EFFECTIVE DATE:

POSITION DETAILS:

Position Title:	Technology and Marketing Manager
Reports To:	Director
Position Type:	Salary/Exempt
Full time/Part time:	Full Time

PURPOSE

- To manage, maintain, and improve the Library's information technology resources and operations, in order to support Library staff and serve all patrons in the Library systems, and effectively managing and developing Library IT staff.
- To manage, maintain, and improve the Library's marketing resources and operations, in order to serve the patrons and staff by effectively communicating programs and activities, including effective management and development of Library Marketing staff.

QUALIFICATIONS:

- At least one of the following educational qualifications is required:
 - Bachelor's degree in a related field, with 2 years of directly related experience
 - 2 years of post-high school training in a related field, with 3 years of directly related experience
 - Equivalent combination of education and work experience in a related field
- Library experience a plus
- Supervisory experience a plus
- Valid driver's license required
- Must be insurable by Library's auto insurance carrier
- Must have acceptable results on a criminal background check

ESSENTIAL FUNCTIONS

- Exercise independent judgment and discretion while managing operations and activities of both the Technology Department and the Marketing Department
- Oversee and collaborate with Marketing Department staff to develop creative and captivating publicity pieces, websites, social media, displays, and newsletters promoting the Massillon Public Library
- Formulate and implement Library technology policies and standard operating procedures
- Establish department goals and objectives in accordance with Library policy with significant autonomy
- Plan and lead regular department meetings
- Plan for Board's Marketing Committee meetings, providing agenda and minutes
- Establish and maintain positive relationships with the local media to ensure optimal library coverage
- Handle patron concerns in a courteous, tactful manner
- Engage in short- and long-term planning for IT infrastructure needs
- Interview, select, train, supervise, evaluate, and recommend decisions about employee status changes for department staff

- Recommend appropriate continuing education opportunities for staff
- Provide consultation and expert advice to Director regarding Technology and Marketing needs
- Maintain library's networks
- Evaluate and purchase hardware and software for Library system
- Manage the installment of hardware and software at Main and branches
- Diagnose technical problems and implement technology solutions
- Oversee Library's routine computer system functions, diagnostics, and maintenance
- Safeguard the maintenance and confidentiality of all Library electronic records
- Serve as liaison to Tech support or service companies
- Maintain appropriate records and statistics, providing reports, as required
- Remain current on developing trends in computer technology
- Develop and recommend department budget and manage allocated funds throughout the year
- 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
- 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.

SCHEDULE:

- To be determined by the supervisor

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
- Deadline for application: Friday, May 19, 2023.

EQUAL OPPORTUNITY EMPLOYER