

**Lyon Township Public Library**  
**Job Title: Marketing & Outreach Librarian**

The Lyon Township Library is excited to announce that we are seeking a candidate for the newly created full-time position of a Marketing and Outreach Librarian. We are looking for an outgoing, energetic people-person who is well versed in social media, has a passion for library service, great ideas and an artistic flare. Come work with the LTPL team and collaborate with us to promote the library as a center for the community. Sense of humor is a must.

**Salary:** \$38,000-\$44,000 DOQ. Vacation, sick & personal time, paid holidays, health insurance (including vision and dental).

**Deadline for application:** Please send a resume and three professional references to Holly Teasdale, Library Director at [hteasdale@lyon.lib.mi.us](mailto:hteasdale@lyon.lib.mi.us) by July 1, 2019. Interviews to be conducted in the first two weeks of July with a hopeful start date on or before August 1, 2019.

**Description**

The Marketing and Outreach Librarian serves as a librarian, plans and executes marketing campaigns, manages adult programming and serves as the library's ambassador to other organizations. The Marketing & Outreach Librarian strives to create a marketing plan that will attract users to the library and to inform the public on what the library has to offer.

**Duties**

- Development of a Marketing Plan for the library in conjunction with the Library Director
- Creates and ensures library identity and branding across all media platforms
- Design and creation of all print marketing and promotional materials such as flyers, brochures, signs and mailings
- Collaborates with staff about outreach services and opportunities
- Develops promotional website content with the Technology Coordinator
- Is the primary administrator of the library's social media accounts and guides staff in development of social media content and strategy
- Creates content for e-newsletter and digital signage
- Maintains media contact lists and creates press releases as needed
- Coordinates with community groups, schools, government officials, the business community, home owners associations, social groups and public service organizations to ensure that the library is involved with all applicable public events, meetings and publications
- Identifies opportunities for new community partnerships
- Works with outside vendors for printing, mailings and promotional items for the library
- Assists with library functions and special events
- Manages Adult programs for the library
- Solicits outside presenters for programs and events, maintains communication and creates contracts for said presenters
- Collection development responsibilities as assigned
- Maintains a calendar of adult programs and events that are of interest to the community
- Contributes to the overall effectiveness of providing direct service to patrons

- Serves patrons in a courteous and business-like manner
- Attends monthly staff meetings
- Tracks program and marketing data and compiles and creates reports upon request
- Updates timely information to public access channels, newspaper, and local publications
- Maintains displays as needed
- Staff coordinator for Friends of the Library
- Manages special projects and other duties as assigned by Director

### **Qualifications**

- ALA-accredited graduate degree in Library Science/Information Science
- Excellent written and verbal communication skills
- Knowledge of methods, practices and techniques of marketing and community relations
- Demonstrated skills in design for marketing and promotional materials
- Familiarity with social media platforms
- Ability to work with a variety of different groups, organizations and personalities
- Self-motivated and able to exercise initiative and independent judgment
- Comfort with public speaking and representing the library in a variety of settings

### **Physical Demands**

Hand-eye coordination is necessary to operate computers and office equipment. Ability to lift and/or move up to 30 pounds. Specific vision ability is required including color vision. Employee is frequently required to stand and/or sit for extended periods of time.