



MARKETING ASSISTANT

Department: Administration

Reports to: Head of Marketing and Community Engagement Level: 7

Chain of Command: No

FLSA Status: Non-exempt

Certifications: N/A

Position Summary

All staff work together to create opportunities for our community to become its best. As a member of the library team, I am essential in providing excellent experiences by being proactive and helpful. Being hospitable and positive, I assist in the use of library resources by putting marketing procedures into action.

Essential Functions

Expertise

- I create or assist in the creation of Instagram and other social media marketing posts, including taking photographs and videos.
- I may work directly with Marketing to create graphics for occasional special projects, with prior agreement between the Graphic Artist and the Head of Marketing.
- I participate in the Small Marketing Committee and meet with my supervisor as needed, staying abreast of changing and new library materials, services, programs, and events to aid in the development of marketing plans and strategies.
- I support marketing and other KHCPL departments by providing minor technical assistance, including making and editing videos and helping with the creation of PowerPoint presentations.
- I assist in outreach opportunities by keeping the marketing kit stocked with promotional items and supplies, and staffing library booths at events.
- I create opportunities for our community and visitors to become their best by demonstrating exceptional experiences in the library.

Customer Service

- I am approachable and understanding so that I can assist patrons in accessing materials by promotions and awareness of our collections.
- I remain customer focused when offering assistance to patrons or when answering directional or general library questions.
- I communicate well over the phone and in digital communications.
- I understand technologies, such as the printer and wide-format printer, in order to give quick and effortless help to our patrons and internal clients in other departments.

- I help resolve issues with patrons and help assure they have good experiences in the library.
- I am an advocate for books and reading, taking the time to talk to patrons when assisting them.

Professionalism

- I am a vital component in an engaged and thriving community.
- I represent KHCPL by being ethical, sympathetic, and responsible.
- I communicate well, in person and by email or phone.
- I keep the library a welcoming place by knowing and reminding patrons of the Patron Code of Conduct.
- I will work with and cooperate with all staff in all departments to keep a friendly and inviting library.
- I stay informed of library news and events by regularly reading and responding to email, memos, and other library-related documents.
- I remain flexible and accept new or temporary job duties as the need arises and the library evolves.

Nonessential Functions

- I continually learn new and hone existing marketing skills through Lynda.com and other avenues.
- I coordinate marketing opportunities library-wide by preparing booth supplies, including promotional materials and giveaways, and scheduling mascot appearances.
- I frequently communicate with my supervisor and other staff to give input and ideas on how to continually make the library a better place for our community.
- I recognize that we work as a team, and help coworkers in my own department and in other departments as I am able.

CORE ABILITIES CRITICAL TO ALL STAFF

- I am customer-focused.
- I am cooperative and a collaborator.
- I am understanding and compassionate.
- I am a self-starter and have a strong work ethic.
- I am flexible and open to change.
- I am an effective communicator.
- I am a problem-solver.
- I am responsible and honest.
- I am ethical, use good judgment, and stay calm under pressure.
- I am a continuous learner.
- I am approachable.

Knowledge and Skills

- I am proficient in Adobe Creative Suite software and preparing print-ready promotional projects for vendors based on their specs.

Educations/Experience and any pertinent Certifications

- Associate's or bachelor's degree required.
- 1 year or more experience in graphics and/or marketing.
- Must have a valid Indiana's driver's license, or the ability to attain one.

Working Conditions

Unless reasonable accommodations can be made, while performing this job the staff member shall:

- Use strength to lift items needed to perform the functions of the job, usually no less than 25 lbs. and no more than 50 lbs.
- Sit, stand and walk for required periods of time
- Utilize standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal, spoken word levels.
- Communicate effectively in English, using proper grammar and vocabulary.
- Use hands, arms, and fingers to handle objects and operate tools, computer, and/or controls.
- Work in normal library working conditions; moderate exposure to office and maintenance chemicals.
- Encounter normal fluctuations in interior conditions, such as noise and temperatures.

This job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, assignments or working conditions associated with this job.

Kokomo-Howard County Public Library provides equal employment opportunities to all employees and applicants for employment without regard to race, color, ancestry, national origin, gender, sexual orientation, marital status, religion, age, disability, gender identity, results of genetic testing, or service in the military. We encourage applications from members of underrepresented minority groups.