



POSITION OPEN: Communication and Marketing Coordinator

DATE AVAILABLE: Immediately

SALARY RANGE: \$56,000-\$70,000

### **Position Description**

The Ferguson Library is seeking an enthusiastic, creative, motivated and tech-savvy professional with excellent writing, editing and interpersonal skills to join our team. The Communication and Marketing Coordinator is responsible for helping to develop and implement a strategic communication plan to promote the library's programs and services and broaden awareness of the Ferguson Library in the community.

### **Duties/Responsibilities:**

The essential job duties shall include, but not be limited to, the following:

- Work closely with department head to develop a consistent communication and marketing strategy.
- Serve as lead coordinator for library's communication and marketing efforts across networks, platforms, programs and events.
- Collaborate and coordinate on marketing requests with internal library staff.
- Work as part of a cohesive team to produce library marketing materials, including print and electronic newsletters, flyers, brochures and other materials.
- Oversee implementation of consistent library branding and internal signage.
- Coordinate with designer on graphics.
- Coordinate and implement the library's social media strategy.
- Compile library events calendar and assist with website content management.
- Collaborate with outside partners on marketing requests.
- Attend regular programming meetings.

### **Qualifications:**

- Bachelor's Degree in a relevant field and at least three years of related experience.
- Detail oriented with ability to multi-task.
- Strong organizational skills and ability to prioritize and complete simultaneous projects on deadline.

- Knowledge of marketing principles, including publicity, media relations and public relations.
- Excellent interpersonal skills and ability to collaborate in a work environment.
- Superior writing and editing skills. (Writing sample maybe requested.)
- Excellent grammar, composition and proof-reading skills.
- Experience with social media and knowledge of best practices for each platform.
- Working knowledge of Microsoft applications and Constant Contact. Experience with Word Press or Drupal web software a plus.

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