City of Caldwell

Class Specification

<table>
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<tr>
<th>Class Title</th>
<th>MARKETING SPECIALIST – LIBRARY</th>
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<tr>
<td>Class Code Number</td>
<td>Part time</td>
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<tr>
<td>FLSA Designation</td>
<td>Covered</td>
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<tr>
<td>Pay Grade</td>
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<tr>
<td>Effective Date</td>
<td>October 2018</td>
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General Statement of Duties

Responsible for the development and oversight of the Caldwell Public Library’s marketing and public communications strategies and activities; and performs related work as required.

Classification Summary

The principal function of an employee in this class is to manage and coordinate all marketing, advertising, and promotional activities. The work is performed under the general direction of the Library Director. The nature of the work performed requires that an employee in this class establish and maintain effective working relationships with board members, employees, patrons, other government agencies, and the general public. The principal duties of this class are performed in a general office environment.

Examples of Work (Illustrative Only)

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Assists the Library Director in interactions with the media and responds to information requests from other agencies and the general public;
- Leads library staff in developing creative concepts to be used to market the Library;
- Organizes and redesigns communication templates and event advertisements;
- Monitors the use of the Library’s brand and logo to ensure consistency of brand identity;
- Creates marketing and communication plans and materials to help the Library achieve its goals and increase public awareness;
- Conduces market analysis and executes communication campaigns;
- Creates appealing communications and promotional material for the Library website; and ensures website content is accurate and updated;
- Develops and oversees online communities and social media networks;
• Develops print and electronic materials, including brochures, newsletters, flyers, email campaigns, press releases, signs, etc.;
• Creates web materials such as blogs, videos, podcasts, etc. and works with the Technology Services Librarian on web design and content;
• Maintains current knowledge of library trends and keep media contact lists current;
• Ensures archival files are maintained to include press releases, promotional content, photos, etc.;
• Keeps immediate supervisor and designated others fully and accurately informed concerning work progress, including present and potential work problems and suggestions for new or improved ways of addressing such problems;
• Responds to citizens’ questions and comments in a courteous and timely manner;
• Communicates and coordinates with others to maximize the effectiveness and efficiency of interdepartmental operations and activities to help keep a positive work environment as well as works as a team member;
• Accepts and performs in a timely and effective manner changes in work assignments or how work is performed;
• Respects the opinion of others and maintains a positive and professional working relationship with employees, supervisors and others.

OTHER DUTIES AND RESPONSIBILITIES

• Performs other related duties as assigned.

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<th>Required Knowledge, Skills and Abilities</th>
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<td>Demonstrated ability to proficiently operate computers and utilize Microsoft applications, library systems and databases, email and cloud environments, social media, web design tools, and web maintenance tools;</td>
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<td>Ability to operate and troubleshoot general office equipment, as well as smartphones, tablets, e-readers, and related devices/technology;</td>
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<td>Excellent writing and editing skills;</td>
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<td>Exceptional interpersonal and communication skills;</td>
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<td>Ability to work effectively under constant deadlines; excellent organizational skills, time management efficiency, and careful attention to detail;</td>
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<td>Considerable knowledge of general library reference, circulation, practices, and procedures;</td>
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<td>General knowledge of the principles of local, state and federal government organization and operations or knowledge of resources and individuals who can provide assistance;</td>
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<td>Demonstrated authentic commitment to public service and the provision of exceptional customer service;</td>
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<td>Ability to respond to patron suggestions and concerns with patience, clarity and professionalism;</td>
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<td>Ability to perform all work with the highest regard for confidentiality;</td>
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<td>Ability to communicate clearly and effectively, both verbally and in writing;</td>
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- Ability to learn City policies and departmental rules, procedures, and practices;
- Ability to communicate well with others, both orally and in writing, using both technical and non-technical language;
- Ability to understand and follow oral and/or written policies, procedures and instructions;
- Ability to utilize active listening techniques;
- Ability to deal tactfully with citizens, library staff, board members, and local, state and federal representatives;
- Ability to establish and maintain effective working relationships with employees, board members, other agencies, and general public;
- Ability and willingness to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology;
- Ability to use logical and creative thought processes to develop solutions according to written specifications and/or oral instructions;
- Ability to perform a wide variety of duties and responsibilities with accuracy and speed under the pressure of time-sensitive deadlines;
- Integrity, ingenuity and inventiveness in the performance of assigned tasks.

### Acceptable Experience and Training

- Graduation from an accredited college or university with a bachelor’s degree related to marketing, communications, or business disciplines; and
- Minimum of two (2) years experience in publishing, marketing, or sales; or
- An equivalent combination of education, training and experience which provides the skills, knowledge and abilities necessary to perform the work.
- Bilingual Spanish is highly desirable.
- Familiarity with public libraries is highly desirable.

### Required Special Qualifications

- Subject to a pre-employment drug test and background check.
- Required to work evening and weekend hours.

### Essential Physical Abilities

- Sufficient clarity of speech and hearing, with or without reasonable accommodation, which permits the employee to communicate effectively with board members, all City personnel, other agencies, and the public;
- Sufficient vision, with or without reasonable accommodation, which permits the employee to review a wide variety of written correspondence, reports, and related material in both electronic and hard copy form;
- Sufficient manual dexterity, with or without reasonable accommodation, which permits the employee to operate a keyboard and various office equipment, handle library resources, and produce hand-written materials and notations;
• Sufficient personal mobility, with or without reasonable accommodation, which permits the employee to visit various work locations throughout the library and the city, ability to reach, kneel or crouch, and to lift up to ten (10) pounds.

Approved By: _______________________________ Date: ________________

Lacey Welt, Library Director