

**Position Title: Marketing and Promotions Librarian**

**Job Description:** Energetic, team-oriented Marketing Librarian with a commitment to serve the public.

**Duties**

- Promote the library by notifying local newspapers, chamber, town, radio station and any other outlet of our events at the library
- Write newspaper articles, adhering to deadlines
- Create press releases for library, library programs and events
- Maintain/enter in emails to the Mail Chimp Account for the Library
- Create and send mass emails to market library events
- Create and send press releases for library, library programs and events
- Take or gather pictures taken from events to be used for promotions
- Assist in creation of yearly FOL newsletter

**Social Media**

- Schedule Facebook Posts to promote the library, schedule to post daily
- Create an Instagram account for the library, schedule daily posts
- Create and post to other social media for the library as needed, director approved

**Website**

- In concert with Library Director - Maintain and update library website

**Regular Library Operations:****Customer Service**

- Check books in and out and make new library cards if volunteers are unavailable
- Provide reading guidance to patrons
- Provide assistance with copy machine, computers and printers
- Provide reference service to patrons over the phone and in person and email

**Volunteers:**

- Supervise volunteers on duty and train volunteers as necessary

**Processing and Organization of Materials**

- Process patron holds and request for items withing the NWLS system.
- Process paging slips and prepare materials for delivery if a volunteer isn't available

**Necessary Skills:**

- Must know how to use Microsoft Office products
- Be familiar with or able to learn Sierra Library Program
- Ability to offer a high level of customer service to library patrons

**Education/Qualifications:**

- Library experience preferable
- Experience with administrative end of social media
- Marketing/Promotions experience

Fridays and Saturdays required. The ability to fill in for other librarians is expected.