



**POSITION OPEN:** Full-Time Communication & Marketing Coordinator

**DATE AVAILABLE:** Immediately

**SALARY RANGE:** \$60,996 - \$78,000

**CLASSIFICATION RANGE:** 4

## **JOB OVERVIEW:**

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. The Communication and Marketing Coordinator reports to the Director of Development & Communication.

The Ferguson Library is striving to be an anti-racist and equitable organization. Our staff are people with different strengths, experiences and backgrounds, who share a passion for improving people's lives through education, resources and services. Diversity not only includes race and gender expression but also age, disability status, veteran status, sexual orientation, religious beliefs and many other parts of one's identity. We are deliberate and self-reflective about the kind of culture and workplace we aspire to create.

## **KEY RESPONSIBILITIES:**

### **Content Creation and Management:**

- Work closely with Director of Development and Communication to develop a cohesive, 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 team to produce library marketing materials, including print and electronic newsletters, fliers, brochures and other marketing collateral on deadline.
- Coordinate with designer on graphics, layout and design.
- Collaborate with outside partners on marketing requests.
- Attend regular programming meetings.

### **Public Relations and Brand Management**

- Support PR efforts by drafting press releases, submitting program information to external sites and coordinating media inquiries.
- Build and maintain relationships with media outlets, partners, and influencers to increase visibility.

- Maintain a current media outreach list.
- Oversee implementation of consistent library branding and internal signage across all branches.
- Visit library branches periodically to ensure branding consistency; work with branch managers to listen to and understand specific community needs.

**QUALIFICATIONS:**

- Bachelor's Degree in a relevant field and at least three years of related experience.
- Detail oriented with ability to multi-task.
- Superior writing, editing and proofreading skills. (Writing/editing sample may be requested.)
- Strong organizational and project management skills; 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.
- Working knowledge of Microsoft applications (Office 365), Constant Contact, EventBrite. Experience with Word Press or Drupal web software a plus.
- Ability to quickly learn new software platforms.

If you are interested in being considered for this position, please submit a resume and cover letter by email to [apply@fergusonlibrary.org](mailto:apply@fergusonlibrary.org) with the job title in the subject line. This position will remain open until filled.