Job Posting

Marketing/Community Engagement Specialist
Hours: Part-time, 18 hours per week, varied work schedule
Salary Range: $11.00 - $17.84 DOQ

About Wright Library
Wright Library is a destination for lifelong learning, where community members of all ages come for information, education, and personal growth. Ranked as a 4-Star Library in Library Journal’s 2018 America’s Star Libraries report, it is one of the most used public libraries in the nation.

To ensure success, Wright Memorial Public Library employees must be adaptable, innovative, with the ability to self-monitor performance, further the organization’s mission, solve problems, participate actively in teams, provide excellent customer service, and communicate well with patrons, peers and supervisors.

Summary of Responsibilities – Wright Library is looking for a creative, self-motivated team-player to help increase public awareness and positive perceptions of the Library’s resources, services, and programs. Some evenings and weekends are required.

Job Responsibilities:
- Lead marketing and outreach efforts that promote the library as a community destination for education, information, and recreation
- Communicate in person, in writing, online, and via all outlets with media, stakeholders, and patrons to maintain the library’s voice and engage the community with the library
- Develop and implement print and digital marketing strategies, including an ongoing social media presence, press releases, newsletters, e-mail marketing, website, and special reports
- Maintain and build upon relationships with community organizations and key thought leaders in the community
- Ensure consistency of branding and marketing efforts
- Assist with fundraising campaigns
- Plan, organize, promote and run special events

Requirements:
Bachelor’s degree in Public Relations, Communications, Journalism, Art, or equivalent experience.

Ability to work a flexible schedule, including occasional evenings and weekends

Exceptional ability to present ideas verbally, visually, and in writing

Previous PR/Marketing experience highly preferred

Qualities of the Ideal Candidate:

- Creative, with ability to spot and capitalize on trends as well as develop new ideas and strategies
- Proficient with social media as a marketing tool
- Strong teamwork and collaborative spirit, with exceptional communication skills
- Knowledge of the Wright Library service district and the ability to maintain and build strong community relationships.
- Quick learner, flexible and eager to learn new skills
- Familiar with design software

To apply:
Submit application and resume along with three samples of your work based on the event description below:

- A mock press release
- An 8 ½ x 11” poster design for a library event
- Two samples of social media posts in support of the event.

Event:
*Slightly Spooky Stories Open Mic Night*, October 17, 2019, 6-7:30 PM, a youth writing program that includes a week of writing workshops and culminates in an Open Mic night, where the kids can read their stories or works by someone else.

Job description is available at wrightlibrary.org/jobs.

Send completed applications with samples by October 9, 2019 to:
Kristi Hale, Director
1776 Far Hills Avenue
Oakwood, OH 45419
hale@wrightlibrary.org

Wright Library is an Equal Opportunity Employer.