



# Position Available at the Akron-Summit County Public Library

**JOB TITLE: DIGITAL MARKETING SPECIALIST**

**DATE: AUGUST 30, 2023**

**LOCATION: MARKETING & COMMUNICATIONS**

**HOURS: FULL-TIME (37.5 hours), including evening and weekend hours**

**SALARY: Grade 12, \$23.45/hour, (Non-Exempt)**

## **ABOUT THE LIBRARY**

Since 1874, the Akron-Summit County Public Library (ASCPL) has been an essential community asset. We've been recognized nationally as one of the finest public libraries in the United States due to our excellent customer service, collaborative community involvement, and high level of customer and employee satisfaction.

We offer a comprehensive benefits package, including paid vacation and sick leave, 11 paid holidays, voluntary benefits (health, dental, and vision), ASCPL-provided life insurance, and retirement through the Ohio Public Employees Retirement System (OPERS).

## **DUTIES & RESPONSIBILITIES:**

The ASCPL is hiring a Digital Marketing Specialist to support our Mission Statement to provide resources for learning and leisure, information services, meeting spaces, and programs for all ages that support, improve, and enrich individual, family, and community life. This role promotes and advocates for the Library in social media spaces by engaging with users and answering questions, when appropriate; develops strategies to increase the Library's presence, following, and engagement on social media; prepares and interprets reporting on digital marketing metrics; evaluates digital marketing efficiency and efficacy; stays current with emerging digital and social media platforms and trends; recommends the addition or removal of a social media platform participation based on the Library's needs and alignment with the Library's overall Marketing Communications strategy; generates, refines, and posts text, photos, videos, and graphic content across various platforms; handles direct messages and customer inquiries on social media; develops and implements strategies for sponsored posts and paid promotional content; promotes signature events and programming on social media through working closely with internal agencies and branches; digitizes print customer communications via software (e.g., Flipstack) and promotes across the Library system; monitors community events and the social media accounts of community groups, and responds to posts about the Library; develops promotions and messages in conjunction with the Library's Marketing Communications team by using appropriate digital and social media platforms to distribute marketing and to engage with Library customers; manages and publishes messaging on the Library's system-wide digital display signage; advises branches on the Library's system-wide messages for external LED signs; assists with marketing communications campaigns; and performs other duties as assigned.

## **REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**

**Required:** Bachelor's degree in Marketing, Communications, Journalism, or a related field. Knowledge of creative content production and marketing principles and practices. Knowledge of social media and digital publishing. Knowledge of digital media management software and other analytics tools. Skill in reporting and interpreting marketing and social media analytics. Ability to develop and implement digital marketing strategies. Understanding of the principles of intellectual freedom. Ability to use a computer and job-related software or systems applicable to the essential functions of the job. Ability to pass criminal background and education verification checks.

**Preferred:** 5 to 7 or more years of relevant experience is preferred. Master's degree.

**DEADLINE FOR APPLICATION: Open until filled (preference given to candidates who apply within the first two weeks)**

For consideration, applicants for this position must either submit a resume and a cover letter indicating previous applicable experience and training or complete an Employment Application in the Human Resources Department at Main Library. Email resumes to [library-HR@akronlibrary.org](mailto:library-HR@akronlibrary.org) or mail them to: Human Resources, Akron-Summit County Public Library, 60 S. High Street, Akron OH 44326-0001. For more information about the ASCPL system, visit our website at [www.akronlibrary.org](http://www.akronlibrary.org).

**THE AKRON-SUMMIT COUNTY PUBLIC LIBRARY IS AN EQUAL OPPORTUNITY EMPLOYER**



60 South High Street | Akron, Ohio 44326 | [akronlibrary.org](http://akronlibrary.org)

**Our Core Values:** Excellence | Service | Learning | Diversity & Inclusion