

Job Title: Marketing and Events Coordinator

Department: Marketing and Communications

Reports To: Assistant Director

Full Time

Hours: 37.5 hours per week, including evenings and weekends

Salary \$20.00 per hour

Employer: Waukegan Public Library

Objective:

The Marketing and Events Coordinator is responsible for implementing library marketing and communication strategies as well as coordinating community-wide events and exhibits. Marketing communication includes both internal and external audiences with a focus on various marketing channels, along with engagement and outreach rather than traditional marketing channels. Events and exhibits will focus on creating opportunities for the public to have access to art, information, and new experiences across a range of ages.

Duties:

- Coordinates the implementation of WPL's marketing and public relations strategies to promote the goals, services, and programs of the library.
- Coordinates the Library's brand
- Coordinates the development process of promotional literature for distribution such as newsletters, brochures or flyers through printing and distribution.
- Coordinates with graphic artist to create promotional materials that are appeal to WPL's diverse community.
- Collects and analyzes data to measure the effectiveness of WPL's promotional efforts.
- Coordinates communication with local and national media outlets
- Coordinates WPL's social media presence
- Research and evaluate nationwide best practices in marketing, exhibits and events for a diverse community.
- Coordinates with library web master to maintain an up-to-date library website.
- Coordinates all library-wide events and exhibits.
- Establish and maintain appropriate contacts in local organizations and agencies to market and raise awareness of the library and its resources, programs, and services.
- Other duties as assigned.

Skills

- Pleasant personality, able to work with a diverse public and staff.
- Passion for community; to make an impact in the lives of others.
- Ability to lead a team of peers towards completion of a project.
- Ability to multi-task several projects at once
- Excellent ability to build relationships internally and externally.
- Able to work efficiently and independently and complete assignments with limited supervision.
- Familiar with computer productivity software, e-mail, and timesheets.
- Strong Excel or Google Docs for data tracking
- Sound critical thinking skills
- Conversational Spanish speaking abilities required; ability to read and write a plus.
- Able to deal with difficult situations in a calm manner.
- Able to handle multiple tasks at one time.
- Able to make decisions under pressure from patrons.
- Excellent communication, editing and proofreading abilities; Spanish skills a plus.
- Strong organization and planning skills

Minimum Qualifications:

EDUCATION and EXPERIENCE

- Associates Degree and two to three years' work experience in marketing of services or program and/or community engagement
- Superior communication skills, including public speaking and writing, editing, and proofreading skills.
- Writing background, a plus

PHYSICAL DEMANDS

Able to be on your feet and moving around for hours at a time.

WORKING CONDITIONS

- Work in an office setting
- Work flexible hours during the daytime, evening, and weekend hours.
- Able to travel offsite locally in the community.

Please send resumes to hr@waukeganpl.info.

No phone inquiries please.