

Marketing Specialist

JOB TITLE: Marketing Specialist

FLSA STATUS: Non-Exempt

GRADE: 38

DEPARTMENT: Communications

APPROVED DATE: 01/2014

REVISED DATE: 02/2022, 05/2023

Job Summary

Identify, create, and execute marketing-related campaigns and content in support of Sno-Isle Libraries mission and strategic goals. This position contributes to the Library District's effective operation through promotion of library services, spaces, and resources representative of diverse cultures and perspectives, intentionally inclusive, and accessible to everyone.

We Value Lived Experience

Sno-Isle Libraries is committed to embedding equity into our organization. As we engage in equity work, it's important to have a good foundation to frame the work and then provide training opportunities to build skills and knowledge.

We value and embrace the unique experiences our staff members bring to the organization and recognize how their experiences improve the service we provide.

Essential Functions

Functions listed are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this job.

1. Develop and implement marketing plans to promote library products, resources, services, and events for the entire library district. Determine appropriate channels and platforms for various marketing efforts (social media, e-mail, online, video, print etc.).
2. Serve as the project lead on concurrent campaigns to ensure marketing materials and plans are executed effectively and timely.

3. Brainstorm and identify opportunities for new promotional campaigns to highlight library services and resources.
4. Support retention and customer acquisition through customer engagement and targeted marketing techniques, following best practices.
5. Work collaboratively with vendors, community partners, and internal colleagues to build brand awareness, create cohesive marketing materials, and align promotional goals.
6. Create and produce content for online and print marketing channels, as directed, which may include advertising, script writing, social media, video, or email.
7. Liaise with external vendors to design, produce and deliver content or to execute promotional efforts and marketing campaigns as identified in support of Sno-Isle Libraries strategic goals. This may include performing a needs assessment, request for bid, selecting vendor, and maintaining the relationship.
8. Track and report ROI for marketing efforts, including evaluation of product launches, customer trends and monitoring brand metrics, includes gathering partner feedback to inform marketing efforts.
9. Provide quality control through copy review process with internal and external clients, following AP style guidelines.
10. Monitor and ensure all communication and marketing content complies with established Library brand voice, style guidelines, and content standards.
11. Create departmental processes and procedures to effectively execute organizational goals.

In addition to providing the essential functions, specialized marketing assignments may include:

Email

1. Develop monthly newsletters for various departments or topics of interest.
2. Manage content schedule to distribute email campaigns to various targeted audiences for events, programs, services, and news.
3. Create email campaigns to increase engagement with existing customers and acquire new customers.

Social media

1. Develop and implement social media strategy for social media platforms (Facebook, Instagram, Twitter, YouTube, LinkedIn, and other emerging social channels) to promote awareness, consumption and use of library resources.
2. Collaboratively develop and apply content for social media channels, including the creation and delivery of social media content associated with library events, campaigns and marketing efforts.
3. Monitor, coordinate and serve as the voice of the library through facilitated collaborative social media conversations, includes supporting community library social media admins./
4. Coordinate the development and use of social media imagery to support library campaigns and events.
5. Analyze social media data to monitor trends on brand reputation, as well as efficiency and effectiveness of efforts, best times to post, and new trends to help shape future marketing strategies.

Advertising and paid placement

1. Identify opportunities to advertise library resources, services and events via paid promotions.
2. Coordinate advertising purchases with the marketing and communications manager.
3. Coordinate, submit and track online ad buys and data, for example: Facebook and Google Ads.
4. Assist with contract approval processes, request purchase orders, and track subscription costs against the departmental budget.

Content creation

1. Storytelling through social media platforms, news posts, promotional articles, and new opportunities.
2. Attract new customers through intentional, compelling stories to achieve organizational goals and improve customer engagement.
3. Maintain and monitor content calendar.
4. Create and curate content for customer and employee newsletters.
5. Develop and maintain relationships with media channels and write press releases.

Video and photography

1. Develop and implement all phases of video products, from concept to delivery.
2. Provide production and coordination services enabling the capture, technical production and posting of regular videos and photos.

Additional Duties and Responsibilities

1. Maintain knowledge of current trends and emerging consumer technologies in the field of marketing (B2B, B2C, brand awareness, advertising, social media, and direct response).
2. Serve on interdepartmental teams or cross-functional groups as departmental liaison.
3. Attend meetings, trainings, and workshops as assigned.
4. Perform other duties and special projects as assigned.

Supervision

This position reports to the Marketing and Communications Manager. The position does not normally involve the supervision of the work of others, but does work with internal and external vendors, and training/leading Administrative Assistant with tasks related to written communications.

Knowledge, Skills, and Abilities

1. Strong communication and ability to work cooperatively and maintain effective interpersonal skills with the public and co-workers.
2. Demonstrated experience liaising with external groups and vendors.
3. Promotional, product or campaign marketing experience.
4. Experience with email platforms, social media management tools, customer relations management platforms preferred.
5. Demonstrated project management experience preferred.
6. Ability to uphold the principles of equity, diversity, and inclusion in the workplace and the community.
7. Ability to communicate effectively with diverse audiences.
8. Ability to multitask and track multiple multi-asset campaigns and the resulting deliverables at one time.
9. Ability to apply creativity to writing and production, while meeting the Library District's standards and strategic needs.
10. Understanding of marketing and communications channels to reach various audiences.

11. Able to represent the Library professionally and embody the Library brand with all external contacts.
12. Demonstrated experience maintaining a positive attitude; with the ability to work independently at times; make decisions under pressure; have excellent organizational, time management and decision-making skills; and the flexibility to change priorities as required.

Education and Experience

Knowledge, skills, and abilities for this position can be acquired by a combination of experience and education including:

1. Bachelor's degree in Marketing, Communications, or a closely related liberal arts field and two years of relevant work experience is required or comparable combination of education and experience.
2. At least two years of experience in marketing and/or public relations experience.
3. At least one year of primary copywriting experience preferred.
4. Any combination of experience and training that would provide the required knowledge and abilities (including writing on personal time) will be considered.

Physical and Environmental Conditions

The physical demands described here are representative of those that must be met by a staff member to perform the essential functions of this job successfully. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Most of the work is carried out within a generally accessible, safe, indoor environment. While performing the duties of this job, the incumbent is required to operate computers for extended periods of time. The incumbent may occasionally move objects or materials weighing up to 25 pounds. Most of the work is carried out within a generally accessible, safe, indoor environment.

The incumbent must regularly communicate with coworkers and members of the public. These contacts and situations are deemed to be generally safe and free of undue stress, but require incumbents to be cordial, helpful, and skilled in interpersonal relations with others both in the public and within the Library District.

Incumbents may travel to various sites in all kinds of weather and traffic conditions. To accomplish this travel, the incumbent must be able to drive and hold a valid Washington State driver's license or to make independent arrangements for such transportation.