



Marketing Communications Specialist

Lower Macungie Library is looking for a marketing communications professional. If you're looking for an opportunity to work with smart, motivated people on projects that inform, enrich and empower the community, then we have an opportunity for you!

We need a self-starter who is ready to be part of a team of professionals who care about each other and the people they serve every day. The marketing communications specialist will start by creating a consistent communication strategy to be used with our branding message across all distribution channels.

This strategy will be used to:

- Create regularly scheduled and event-driven engaging social media posts using text, pictures and/or video. We want to reach people where they are in the digital world. We need a marketing communications professional to help us find where our audience lives online and start the conversation there
- Using the overall communications strategy - plan and design images/slides for the library website, screen above the circulation desk, and digital sign on Brookside Road.
- Use the library's logo and master motivating idea (MMI) – **Inform, Enrich and Empower** – to streamline all library communications and make them consistent- from letterhead and newsletters to email signatures
- Work with staff to produce all other communication materials – brochures, newsletters, press releases and more
- Participate as an active member of the LML Board Marketing Committee
- Work with staff to insure the library's recertification as a PA Forward Gold Star Library
- Serve as the library's eyes and ears to seek out community outreach opportunities
- Purchase and maintain inventory of giveaways for community outreach

Expectations:

- Social media – use a mix of text, pictures and video to post (and or schedule using software like Hootsuite) once a day to the library's Facebook account. Content should be about 75 percent original and 25 percent curated (shared from other sources). Respond to social private messages and public inquiries or posts in a timely fashion - preferably immediately (during working hours) and within 24 hours outside of working hours. Further establish a presence and online personality through comments, likes and/or shares on content from other company social media pages the library follows (ex. the township page)
- Press releases – Start by further developing the library's existing media distribution list. Create and distribute about 5 releases a month. Also post releases related to events to available community calendars and follow up with media contacts after releases are sent



LOWER MACUNGIE LIBRARY
inform • enrich • empower

- E-newsletter – work with staff to gather content (stories, events, pictures, videos, etc.), brainstorm ideas and edit a newsletter that is emailed to patrons. Monitor and report on click through rates of the electronic newsletter to the Executive Director. Establish and maintain relationships with outside vendors related to printing and other marketing needs

Qualifications

Required:

- Bachelor's degree with a concentration in marketing communications and/or journalism.
- Excellent written communication skills
- Knowledge of social media and other digital platforms
- Ability to upload photos and video to website and social media
- Position is part-time, 20 hours per week and flexible with evenings and Saturdays possible with a beginning wage of \$15 an hour

Preferred:

- Graphic design skills or the ability to use software like Canva to create polished, professional looking communications pieces and posts
- Experience with Word
- Editing experience in digital photography and video using standard software like iMovie, Adobe Premier or Lightworks. We also appreciate a candidate who is motivated to learn more!