



ASSISTANT COMMUNITY OUTREACH & MARKETING COORDINATOR

Posting Date: February 24, 2025 Closing Date: March 24, 2025

Position Availability: April 2025

Reports to:	Director
Schedule:	Full-time, 40 hours per week. Flexible schedule to include days, nights, and weekends.
Union Position:	No
Starting Wage:	\$26.09/hour
Benefits:	Vacation leave, personal leave, and paid holidays. Employer-provided contribution to retirement (401a) after meeting service requirements. Health, dental, and life insurance. Reimbursement for vision expenses.

JOB SUMMARY

With a recently completed building renovation and Strategic Plan, the Westland Library is turning its focus onto ways of increasing our presence. Our first step in this direction was the creation of this Assistant Community Outreach and Marketing Coordinator position, which will be responsible for getting our name out there.

Working closely with the Director, this person will create and coordinate outreach services for the library above and beyond social media. The Westland Library is seeking someone who is engaging and passionate about libraries and library services. The ideal candidate is someone who is local and deeply involved in the Westland Community, including organizations and institutions.

In addition to seeking out community member partnerships and collaborations within Westland, this person will excel at finding non-traditional ways to maximize our exposure in the area. The Community Outreach and Marketing Coordinator will also collaborate with the director to develop and implement a cohesive library marketing plan. Other duties will include overseeing and coordinating all communication/marketing materials distributed from the library.

JOB DUTIES

An employee in this position may be called upon to do any or all of the following duties. These examples do not include all the duties the employee may be expected to perform.

COMMUNITY PRESENCE

- Ensure that the library is always visible in the community, including events and community initiatives
- Create and foster collaborations for library partnerships, including local TV station
- Plan offsite engagement opportunities throughout the community
- Coordinate with staff to promote programs and events
- Collaborate with the Director to develop and implement the library's marketing plan

LIAISON TO COMMUNITY PARTNERS

- Develop strategic relationships with aligned organizations
- Coordinate the library's community information displays
- Field questions from community partners and represent the library at various meetings
- Create donor relations and ongoing sponsorship projects

LIBRARY COMMUNICATIONS

- Coordinates and has input in all outgoing marketing/promotions/library communications including:
 - Press releases
 - Social media
 - Quarterly calendar of events
 - Internal and external flyers/promotions

COLLABORATIVE PROJECTS

- Facilitates in-house features of local experts through tabling/resource fairs
- Connect community groups with relevant staff to support shared goals
- Co-create programs, displays, and services alongside community groups and neighbors
- Serve on inter-departmental committees and project teams, as assigned
- Work with other departments in fund raising and grant writing for special programs/projects

PUBLIC SERVICE

- Serve as a Supervisor-in-Charge as needed
- Present public events/workshops, as needed

DESIRED KNOWLEDGE, SKILLS, ABILITIES, AND MINIMUM QUALIFICATIONS

The recommendations below are representative of the knowledge, skills, abilities, and minimum qualifications necessary to perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the job.

- Bachelor's degree or two to three years of communications or public relations experience
- Ability to apply public relations and/or communications techniques to a library setting
- General knowledge of public library services, materials, and organization
- Knowledge of public information distribution to include print, electronic and social media capabilities
- Enthusiasm for learning and adapting to new ideas and technologies
- Interpersonal and judgmental skills necessary to work effectively with library staff and patrons in a busy environment
- Ability to effectively present information and respond to questions from patrons, managers, and coworkers
- Flexibility in scheduling required; this position requires regular evenings and weekends throughout the year, including Sundays