



TREDYFFRIN TOWNSHIP LIBRARIES

TREDYFFRIN PUBLIC LIBRARY & PAOLI LIBRARY

https://www.tredyffrinlibraries.org/?post_type=jobs&p=15434

Marketing Associate

Description

The Marketing Associate is responsible for building and maintaining a cohesive, positive, and high-profile image for the library by establishing and maintaining consistent messaging as well as relationships with patrons, community, employee, and public interest groups, and creating and executing a comprehensive marketing plan including social media, electronic communications, print marketing, and public relations.

Responsibilities

- Coordinate requests for information or press conference requests with the Director or Township Administration.
- Create a comprehensive, mission-focused marketing plan to raise the profile of the library and library programs. Implement the plan by:
 - Creating social media, electronic and print marketing campaigns for the libraries, overall, and specific library programs.
 - Studying the library's mission, strategic plan, policies and needs to build public relations strategies that influence public opinion and promote programs, products, ideas, and services.
 - Establishing and maintaining relationships with patron, community, employee, and public interest groups.
 - Preparing and editing organizational publications, including newsletters, brochures, posters, annual reports, flyers and more for internal and external audiences.
 - Updating and maintaining web content in coordination with other marketing efforts.
 - Writing press releases and other media communications to promote the library and creating and maintaining relationships with local reporters and influencers.
 - Responding to requests for information and designating appropriate spokespersons or sources of information.
- Work closely with the library's Fundraising Associate to ensure fundraising communication is coordinated with marketing messaging, and to be sure that the library's fundraising and marketing efforts advance one another.

Qualifications

- Bachelor's degree.
- At least 1 year experience working with nonprofits.
- Previous marketing experience.
- Advanced skills in written and oral communication.
- Understanding of social media.
- Experience using print, electronic communication, and social media to execute marketing campaigns, for example:
 - Canva, Constant Contact, MS Office
 - Facebook, Instagram and TikTok
- Ability to think both creatively and strategically.
- Advanced ability to pay attention to detail.

Hiring organization

Tredyffrin Public Library

Employment Type

Part-time

Job Location

582 Upper Gulph Road, 19087,
Strafford, PA

Working Hours

Less than 29 hours per week.

Date posted

December 2, 2023

- Self-motivated and deadline oriented.
- Team player with an “all hands-on deck” mentality.
- Thorough ability to establish and maintain effective working relationships with superiors, associates, officials of other agencies, and the public.

All library positions require the following criminal background and child abuse clearances:

- Report of criminal history from the Pennsylvania State Police (PSP).
- Child Abuse History Clearance from the Department of Human Services (Child Abuse).
- Fingerprint based federal criminal history submitted through the Pennsylvania State Police or its authorized agent (FBI).

Contacts

Applications will be accepted until the position is filled. Submit cover letter and resume electronically to Mallory Hoffman, Director of Tredyffrin Township Libraries at mhoffman@ccls.org with the subject line: Marketing Associate

EOE employer, Position open until filled.