



## **Marketing and Communications Strategist**

### **Position Description**

The David & Joyce Milne Public Library's mission is to provide a wide range of information and materials, through traditional and innovative methods, to promote, encourage and support the diverse needs within Williamstown and the larger Berkshire community. The Milne Library also provides a friendly community space, which encourages curiosity, free inquiry and lifelong learning. The Library first opened its doors in 1874 and has served the community from its 1095 Main Street location since 1996.

The Marketing and Communications Strategist will develop and execute marketing and communication strategies to boost the library's visibility and community impact. Reporting to the Library Director, this role involves creating and managing campaigns to promote library services, programs, and events, while aligning with the library's mission and goals. Responsibilities include crafting engaging content, managing communications, and maintaining a strong public image. The ideal candidate will excel in shaping and implementing strategic marketing initiatives, with a strong commitment to fostering community engagement. The position will also include time at a public service desk assisting patrons.

#### **Key Responsibilities**

- Create and execute a comprehensive and uniform marketing plan that aligns with the library's goals and objectives.
- Produce high-quality content for various platforms, including social media, newsletters, press releases, blogs, and the library's website.
- Cultivate relationships with local media, community organizations, and stakeholders to enhance the library's visibility and reputation.
- Develop promotional materials and strategies for library events, workshops, and programs using digital software.
- Work with library administration to create clear and concise public communications.
- Monitor and analyze the effectiveness of marketing campaigns and communications efforts.
- Prepare regular reports on key metrics and recommend adjustments to improve results.
- Provide assistance to library patrons at the reference desk, addressing inquiries and offering support.
- Work with library staff to identify outreach and partnership opportunities that enhance the library's community profile and attract new cardholders.
- Work closely with library staff to understand their needs and objectives, ensuring that marketing and communication efforts align with the library's overall mission.
- Keep abreast of library trends, industry issues, and current events to ensure the library and its communications remain relevant and up-to-date.
- Maintain consistent messaging and branding across all communication channels and materials to reinforce the library's identity and values.

- This position frequently involves working at a public service desk and may experience frequent interruptions. The role requires a readiness to assist patrons with their inquiries and provide support as needed.
- This role requires availability for some Saturday and evening hours approximately once a month.

### **Secondary Responsibilities**

- May be required to assist with troubleshooting issues related to public computers and printing services.
- Familiarize themselves with standard library software and systems to understand the broader library environment and to facilitate effective communication and collaboration within the team
- Perform readers' advisory, including personalized book recommendation services and curated reading lists.
- Support reference and interlibrary loan functions.

### **Qualifications**

- Bachelor's degree in Marketing, Communications, Public Relations, Library Science, or a related field is desirable. A Master's degree or additional certifications in relevant areas is preferable, but not required..
- Proven experience in marketing, communications, or public relations, with a strong emphasis on libraries or non-profit organizations. Experience with digital marketing and social media management, ideally within a library or similar community-focused setting, is highly desirable.
- Proven experience in creating and managing website content, as well as building and maintaining websites.
- Excellent written and verbal communication abilities, including experience with crafting press releases, promotional materials, and social media content.
- Proficiency in using digital tools and platforms, including website management, social media, and email marketing systems.
- Ability to develop creative marketing campaigns and strategies that engage diverse audiences and promote library services effectively.
- Ability to analyze marketing data, evaluate the success of campaigns, and make data-driven decisions to enhance outreach efforts.
- Strong organizational skills with the ability to manage multiple projects, meet deadlines, and work within budget constraints.
- Demonstrated ability to quickly learn new tools and software, with a strong willingness to continually acquire new skills.
- Strong interpersonal skills with the ability to collaborate effectively with library staff, community partners, and stakeholders.
- Ability to adapt to changing priorities and handle a variety of tasks in a dynamic environment.
- A commitment to enhancing diversity and inclusivity across all aspects of the library's outreach and communications initiatives.
- Bilingual proficiency (Spanish/English) is desirable.
- Valid driver's license required.

### **Schedule and Benefits**

Hourly rate: \$22.50

Hours include: 37.5 hours per week

This is a full-time role that includes a comprehensive benefits package designed to support your overall well-being and provide a well-rounded compensation.

The position will be closed on Wednesday, October 9th. Interested candidates are encouraged to submit their resumes and cover letters to Angela Zimmermann at [azimmermann@cwmars.org](mailto:azimmermann@cwmars.org).

Thank you for your interest.