Position: **Marketing & Communications Specialist**
Full-time (37.5 hours per week), Monday – Friday, on-call as needed
Flexibility for evening and weekend hours as needed

Department: Administration

Reports to: Library Director

The Marketing & Communications Specialist position is new to Kent Free Library. This position will plan, coordinate, and implement effective solutions to promote library services, resources, events, and programs to the public while elevating the library's brand visibility and building community awareness.

POSITION SUMMARY:

We are looking for a proactive, creative, and strategic individual ready to embrace the library and help share our story with the community. This position will be responsible for planning, organizing, designing, implementing, and coordinating initiatives that promote the library's programs, collections, and services. This work includes publicity and promotion, internal and external communication, marketing, advertising, social media, and other activities as assigned by the Director.

ESSENTIAL REPONSIBILITIES:
- Identify, plan, design, develop, and implement library promotional materials under the general direction of the library Director and in cooperation with all departments
- Create, monitor, and maintain brand style guides and standards ensuring consistent messaging across multiple channels
- Develop a strategic and comprehensive communication plan
- Manage internal and external communication, composing and distributing press releases, public service announcements, and staff memos as directed
- Design, publish, and distribute a wide range of print and digital marketing materials that effectively promote the library
- Maintain, monitor, and update the library's website, event calendar, and social media
- Perform job functions using a variety of platforms and resources
- Serve as photographer/videographer to capture engaging and high-quality content for social media, print, and digital campaigns
- Manage advertising campaigns
- Assist with outreach activities and library-wide program planning

- Develop and use tools to measure outcomes of marketing and communication efforts
- Create and lead crisis communication
- Create and maintain internal communication for staff
- Assist in the creation and design of library-themed merchandise as promotional items, for sale, or to offer as prize incentives
- Write and compile monthly analytic reports and annual reports for the Director
- Maintain community bulletin boards
- Assist with donor relations and communication
- Develop templates and tools for library staff to use independently to promote library programs, services, and collections
- Share the responsibility of being the face of the library along with the Director
- Collaborate with public services managers and the Director
- Support the library's strategic plan by embracing its mission, vision and values
- Assist management in identifying, developing, implementing, and evaluating all marketing and promotional strategies for the library
- Other duties as assigned by the Director

KNOWLEDGE, SKILLS, AND ABILITIES:
- Excellent writing, editing, and proofreading skills with strong attention to detail
- Ability to adapt communication based on target audience and communication medium
- Strong knowledge of Microsoft Office Suite and Google Workspace
- Experience with Canva, Adobe CC, or other graphic design tools
- Knowledge of digital marketing and analytic tools such as Google Analytics
- Familiarity with content management systems for web sites
- Strong organization and project management skills with the ability to meet deadlines
- Experience with Facebook, Instagram, Twitter, TikTok, LinkedIN, and YouTube
- Familiarity with marketing and social media trends
- Proficiency with photography and videography for social media
- Ability to collaborate with staff to tell the library's story
- Ability to represent the library professionally demonstrating integrity, trust, discretion, and good judgement
- Independently plan, organize, and prioritize work assignments
- Complete detailed work accurately and efficiently with minimal supervision
- Ability to build and maintain positive relationships with Friends of Kent Free Library, Kent Free Library Foundation, donors, and community partners
- Demonstrated ability to communicate clearly verbally and in writing
- High degree of creativity and initiative are necessary
- Comfortable with public speaking and representing the library in the community
- Broad knowledge of the Kent community and public libraries

QUALIFICATIONS:

Bachelor's degree in an appropriate field (such as communications, marketing, public relations, graphic design, etc.) is preferred; or an equivalent combination of education, training, and

experience which provides the required knowledge, skills and abilities may be considered in lieu of a degree. Minimum 2-5 years of experience in a similar role is preferred. Graphic design and social media management experience preferred. Library experience helpful. Ability to work a flexible schedule to support library events and activities.

SALARY:	Starting at $45,006, dependent on qualifications and experience.
BENEFITS:	Medical, dental, vision and life insurance, EAP, participation in OPERS retirement, 22 days paid vacation, 15 days paid sick leave, 12 paid holidays including birthday.
TO APPLY:	Submit a cover letter and resume to the Director: stacey.richardson@kentfreelibrary.org. For more information about Kent Free Library visit our website at www.kentfreelibrary.org.
DEADLINE FOR APPLICATION:	This position will remain open until filled. Applications received by April 18, 2025 will receive priority consideration.

The preceding statements are not intended to be an all-inclusive list of duties and responsibilities of the job described nor are they intended to be such a listing of the skills and abilities required to do the job. Rather, they are intended only to describe the general nature of the job. Additional duties may be assigned.