Part-Time Library Associate – Marketing and Publicity

Union Public Library seeks an energetic, creative, and self-motivated candidate for the part-time Marketing and Publicity Library Associate position. Under the direction of the Assistant Director, this role is responsible for marketing and publicity of Library services and programs, via a variety of channels, including print and social media. The successful candidate will work collaboratively with Department Heads to create and implement strategies, in order to increase the visibility of the Library throughout the Township and online.

Responsibilities include, but are not limited to:

- Plan, write, design, edit, and oversee the production and distribution of marketing material, including print brochures, mailers, emails, digital and print advertisements, print/digital signage, event calendars, annual reports, and other marketing materials that communicate, inform, and persuade;
- Craft consistent and effective messages and marketing materials to represent and promote the Library. Help promote Library special events. Analyze and assess effectiveness of messages, materials, and distribution channels;
- With Administration and staff, collaboratively develop and implement a marketing and communication plan to heighten awareness, understanding, and engagement with the Library’s services, collections, activities, and initiatives to residents;
- Work with the Department Heads to coordinate and attend outreach events in the community.
- Provide reference assistance at the Adult Services Desk.
- Perform related tasks as required.

Knowledge, Skills, Abilities:

- Ability to think strategically and creatively; handle multiple projects and priorities in a deadline sensitive environment;
- Knowledge and expertise in the creation of marketing and publicity materials, utilizing computer software, such as Canva and Microsoft Publisher, as well as email marketing platforms, like Constant Contact;
Experience with marketing, via a variety of social media channels, including but not limited to Facebook, Instagram, Threads, X, YouTube, WordPress, WhatsApp, and TikTok;

Exceptional customer service and interpersonal skills, the ability to work well within teams, as well as autonomously, and the ability to work effectively with the public, staff and administration;

The ability to communicate ideas well, both orally and in writing;

Be highly organized with good attention to detail;

Experience in developing, implementing, and assessing successful marketing and communication strategies;

Knowledge of the principles, practices, and techniques of professional communications and public relations;

Possess strong writing and editing skills; and

Possess a strong design sense.

Must possess a valid NJ driver’s license and the ability to travel to offsite community outreach events, as well as other UPL locations as necessary.

**Education and experience:** The Marketing and Publicity Library Associate must have a bachelor’s degree from an accredited college or university with course work in graphic design, marketing, communications, or related field, and a minimum of 2 years of prior experience in marketing and communications, ideally in a library or nonprofit organization.

**Schedule:** 21 hours per week on-site, with the ability to work evenings and weekends.

**Salary:** $20.38 per hour. Paid sick time in accordance with the New Jersey Earned Sick Leave Law.

**Application:** For consideration, please send a cover letter, resume, and three references to: director@uplnj.org no later than May 14, 2024. Include “PT Marketing and Publicity position” in the email subject line. In addition, examples of work are required with all applications, to be attached as a PDF file.

No phone calls, please. Only candidates selected for interviews will be notified.

**Note:** Union Public Library is a New Jersey Civil Service and Equal Opportunity employer and represented by Union Council 8, I.F.P.T.E, AFL-CIO. Applicants must comply with the NJ First Act.