



Position Description

JOB TITLE: MARKETING MANAGER

DEPARTMENT: County Library
SUPERVISOR: Executive Director

JOB TYPE: Full-time, 40 Hours Per Week
LOCATION: FCL Headquarters

SUMMARY

The Marketing Manager oversees, plans, implements, and evaluates marketing and public relations activities that support the Faulkner-Van Buren Regional Library System's mission, goals, and services. This position will coordinate with all departments in the development and maintenance of communications efforts and implementation of strategies.

QUALIFICATIONS

Bachelor's degree in Marketing, Public Relations, or related field, or an equivalent combination of relevant education and experience.

DUTIES AND RESPONSIBILITIES

- ❖ Monitors marketing trends and creates strategies to implement into successful library campaigns, ensuring brand consistency across all platforms
- ❖ Updates and maintains the Strategic Plan and establishment of FCL brand to align with community needs
- ❖ Analyzes data, conducts research, and creates focus groups to curate targeted promotions
- ❖ Works closely with programmers, staff, and management to identify key events, services, and resources for promotion
- ❖ Identifies media outlets and contacts, develops relationships with contacts to ensure ongoing library coverage, and serves as the primary media contact
- ❖ Updates content, images, design, and news stories of the library website and collaborates with IT to evaluate effectiveness through analytics and make appropriate changes

- ❖ Monitors and responds to communications on library social media sites and other communication channels
- ❖ Designs and provides content for press releases, e-newsletters, advertisements, graphics, monthly calendars, print displays for both the public and staff, and library publications
- ❖ Takes photo and video content at programs, attends meetings, and runs booth at community events
- ❖ Assists in outreach efforts and developing relationships with businesses, schools, community centers, and other diverse organizations and stakeholders
- ❖ Creates engaging social media content for all platforms in various formats
- ❖ Tracks marketing performance statistics, generates regular reports, and adjusts strategies based on outcomes and feedback
- ❖ Manages the marketing budget, approves expenditures, and works with external vendors such as designers, printers, or consultants; orders promotional materials as needed
- ❖ Continues to learn new techniques and methodologies related to libraries, public relations, and marketing
- ❖ Makes recommendations for new services
- ❖ Other duties as assigned