

TOWN OF CUMBERLAND
MARKETING AND COMMUNICATIONS LIBRARIAN
Job Description

Nature of Work

The Marketing and Communications Librarian works with considerable independence in planning and implementing marketing material and administration of the library's website under the direction and supervision of the Library Director. They work closely with the Outreach Librarian and Youth and Teen Services Librarian in hosting and publicizing events.

Responsibilities include, but are not limited to, financial budgeting and accounting of marketing or event expenses; development, scheduling, coordination, supervision, and evaluation of marketing or event efforts.

Primary Responsibilities

- Develops and administers a mission-driven communications strategy.
- Supports and contributes to the overall library mission.
- Develops, maintains, and updates the library website.
- Manages the library's public relations efforts through the use of electronic newsletter and social media.
- Promotes library events and services using current and appropriate communication channels, including but not limited to press releases, displays, presentations, brochures, photos, and social media; while continuing to explore new channels to ensure library promotions reach a wide audience.
- Leads production of the library print and email newsletters.
- Develops marketing campaigns and materials for events, services, collections, and successes; seeking out relevant media to reach target audiences.
- Ensures that all library communication is accurate, timely, and consistent with the library's image and style guide.
- Oversees the library style guide and its implementation.
- Attends professional meetings, workshops, and conferences that support the role.
- Initiates, plans, schedules, and coordinates events for adults and families.
- Contacts potential speakers, schedules events, and hosts live and virtual events .
- Maintains statistics and records of events.
- Works nights and weekends as needed to support service efforts.

Secondary Responsibilities

- Provides professional reference and information services to the public, and instructs patrons in using library resources, including the public access computers.
- Provides instruction for patrons and staff on the use of the Internet, Digital Maine Library, Maine InfoNet Download Library, and other online resources.
- Orders materials for the library's collection.
- Provides patrons with directional, procedural, and reference assistance.

- As needed, provides circulation service to patrons. Including daily circulation of all library materials, new card registration, answering information requests, or advisory services.
- Proctors professional and remote student exams.
- Provides excellent customer service and is committed to public service values.
- Is sensitive to patron privacy and intellectual freedom issues.
- Performs related duties as required and/or requested by leadership and coworkers.

Knowledge & Skills

- Thorough knowledge of the accepted practices and principles of library science.
- Thorough knowledge of Microsoft Office, Constant Contact, WordPress, design applications, and other software used for public relations and the transmission of information.
- Thorough knowledge of automated circulation services and procedures.
- Working knowledge of automated library systems and personal computers including circulation and catalog software, word processing and Internet.
- Ability to deal courteously and effectively with others, and to establish and maintain effective relationships with the Director, co-workers, volunteers, advisory board members and the general public.
- Strong communication skills, including public speaking.
- Completes work reliably, accurately, and within allotted time.
- Manages multiple tasks independently, exercising initiative, tact, and independent judgment while fairly enforcing library policies and balancing patron satisfaction.
- Ability to supervise and direct others.
- Ability to maintain composure in difficult and emotionally challenging situations.
- Ability to personally perform the work of subordinates if necessary to supplement staff deficiencies.

Physical Requirements

- Mobility: The librarian should be able to move around the library, including walking, standing, and occasionally lifting up to 40 lbs. Reaching for books or materials on shelves, and pushing or pulling objects.
- Vision: Good vision is crucial for reading and reviewing materials, as well as for using computer screens and other digital resources effectively.
- Hearing: Ability to hear and communicate effectively in verbal and written expression, and the ability to hear in close and phone-based interactions.
- Fine Motor Skills: Precise hand-eye coordination for tasks such as shelving books, operating library equipment, and handling delicate materials.
- Sitting for Extended Periods: Many tasks involve sitting at a desk or computer workstation for extended periods of time, engaging in research, writing, and communication activities.

Minimum Qualifications

Masters degree from an ALA-accredited program in Library and/or Information Science or related field in communications, public relations, website management , or

marketing, supplemented by considerable experience in the operation of a library, or any equivalent combination of experience and training.

Equal Opportunity Statement

The Town of Cumberland is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Disclaimer

This job description is intended to convey information essential to understanding the scope of the position and it is not intended to be an exhaustive list of skills, efforts, duties, responsibilities, or working conditions associated with the role. Duties and responsibilities may be subject to change based on organizational needs and the evolving nature of the position.

FLSA Status

Please note that this position is classified as exempt from the overtime provisions of the Fair Labor Standards Act (FLSA). As such, the incumbent is expected to perform duties and responsibilities that meet the criteria for exemption, including but not limited to managerial or professional roles, exercising independent judgment and discretion on significant matters, and having primary duties that are directly related to management policies or business operations. Candidates should be aware that this classification is determined based on specific job duties and responsibilities, and is not solely based on job title.

ADA Statement

The Town of Cumberland is committed to providing reasonable accommodations to individuals with disabilities. If you require an accommodation to participate in the application or interview process, or to effectively perform the functions of this role, please contact Human Resources at the Town of Cumberland.

Acknowledgement of receipt of job description and agreement to fulfil the role with or without accommodation:

Employee	Signature	Date
Manager	Signature	Date