



NORTHVILLE DISTRICT LIBRARY

JOB POSTING

The **Northville District Library** seeks an enthusiastic and service-oriented Librarian for a full-time position, as follows:

Position: **Librarian, Marketing and Public Relations**

40 Hours per week, including some evenings and weekends.
Reports to Assistant Director.

Salary: Ranges from \$49,296.00 - \$57,012.80

Benefits: Health insurance (medical, dental, and vision), MERS retirement, life and disability insurance, vacation and sick leave, personal business days and holidays. This is a Union position.

Duties:

- Develops overall layout and production design for library marketing materials, including the Library's quarterly newsletter, flyers, brochures, signage, reports, and etc.
- Manages the Library's social media outlets, including creating relevant content and responding to comments and direct messages from the public.
- Writes press releases, listserv announcements, promotional emails, and articles for local news publications.
- Develops and/or coordinates displays in the Library and in the community.
- Represents the Library at community outreach events, including on evenings and weekends.
- Provides reference, instructional, and reader's advisory services for patrons of all ages.
- Participates in continuing education opportunities, especially those which spotlight new trends and technology in library marketing efforts and innovation in digital branding.
- Works on special events and projects.
- Manages scheduling of the Library's meeting rooms.
- Communicates effectively with Library staff and patrons.

Required Qualifications:

- MLS from an ALA accredited college or university.
- Possess a Level I Permanent Professional Certificate from the Library of Michigan.
- Excellent communication and interpersonal skills.
- Excellent writing and editing skills.
- Skilled and knowledgeable with MS Office, online library resources, social media, and emerging library technologies.
- Skilled and knowledgeable in graphic design techniques, principles, and tools, such as Microsoft Publisher, Canva, and Adobe Creative Suite: Photoshop, Illustrator, and InDesign.
- Experience writing for the web and social media.
- Proven ability to establish and maintain effective working relationships with colleagues and the public.
- Critical thinking skills.
- Strong public service orientation.

Preferred Qualifications:

- Knowledge of the principles and practices of marketing and community relations.
- Ability to develop and implement creative marketing approaches to reach targeted audiences.
- Experience working both independently and as part of a team.
- Public Library experience.

Writing and Social Media Content Sample:

Please provide a sample press release, promotional flyer, and Instagram post with caption about an upcoming library event. The sample content can be for a real library event or for one that you've imagined, but all three items should be about the same event.

Deadline for application: Friday, August 27, 2021

Submit Application and Content Sample with Resume to:

Carla Eggert, Administrative Assistant
 Northville District Library
 212 West Cady Street
 Northville, Michigan 48167-1560
 ceggert@northvillelibrary.org

The Northville District Library is an Equal Opportunity Employer.