



## Illinois Heartland Library System

### Position Description

#### **Position Title: Marketing Coordinator**

**FLSA:** Nonexempt

**Location:** Edwardsville

**Employee Type:** Full-Time

**Pay Type:** Salary

**Fiscal Classification:** Other Professional

**Salary Grade:** 8

#### **Summary:**

The Marketing Coordinator will create and maintain all marketing content for Illinois Heartland Library System staff members, as well as support some communication and membership tasks for the organization. As part of the communications team, the coordinator will be responsible for supporting the mission of IHLS. This person will also assist in membership efforts with outreach and advocacy projects and provide beneficial information for stakeholders on the IHLS website.

#### **Essential Duties & Responsibilities:**

- Create marketing promotions with communications team.
- Compile lists describing our organization's offerings.
- Manage media platforms for member library interaction.
- Develop and manage inventory of promotional materials.
- Organize company functions, trade shows, and major events.
- Build brand awareness and positioning.
- Evaluate, establish, and maintain a marketing strategy.
- Direct, plan, and coordinate marketing efforts.
- Develop each marketing campaign from start to finish.
- Research demand for the organization's products and services.
- Evaluate service provision competitors.
- Evaluate current IHLS website for proper content and layout for future revision.
- Contribute to social media and public relation efforts.
- Create consistent informational content for stakeholders.

**Supervised by:** Executive Director

#### **Minimum Education and Experience:**

- Minimum 2 years of experience in marketing.
- Bachelor's Degree in Marketing, Business, or similar field.
- Experience working in a library environment required.
- Established or created content for libraries strongly preferred.

**Licenses or Certifications Required:**

Valid driver's license or other accommodations for travel.

**Knowledge, Skills, and Abilities Required:**

- Experience building marketing programs and reporting on the results.
- Exposure to digital and direct response marketing.
- Knowledge of social media platforms.
- Competence as a creative writer with an eye for great emails and landing pages.
- Strong project management skills.
- Strong problem-solving ability, including metrics-driven thinking.
- Knowledge of principles and processes for providing customer services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Ability to use computer and software such as Word, Excel, and Power Point.
- Good oral and written communication skills for the purpose of explaining, persuading, and negotiating.
- Ability to work in an organization that is customer service focused.
- Ability to establish and maintain effective working relationships with staff, the board, governmental representatives, and member libraries.
- Ability to maintain efficiency while performing duties in a professional manner.
- Willingness to help others accomplish their objectives.
- Ability to travel as required.

**Working Conditions:**

Work is usually performed in an office environment. Some evening and weekend work will be required, with occasional overnight travel.

**Telecommuting:**

This position allows for occasional telecommuting.

**Physical Effort:**

- Primarily sedentary work, but also requires standing, walking, stooping or crouching, kneeling, crawling, reaching, pushing, grasping, lifting, feeling, hearing and talking.
- Requires the ability to exert up to 20 pounds of force occasionally to lift, carry, push, pull or otherwise move objects.
- Clarity of vision at 20 inches or less with the ability to adjust the eye to bring objects into sharp focus, clarity of vision at 20 or more feet.
- Ability to effectively use a computer.

This job description is not intended to imply that the duties identified above are the only duties to be performed by employee(s) in this position. Employees may be required to perform other job duties as requested, subject to applicable state and federal laws. This job description or certain job functions described herein may be subject to modification in accordance with applicable state and federal laws.

Marketing Coordinator (continued)

\_\_\_\_\_  
**Employee (Print Name)**

\_\_\_\_\_  
**Employee Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Supervisor (Print Name)**

\_\_\_\_\_  
**Supervisor Signature**

\_\_\_\_\_  
**Date**

**Approved January 2019**