



## Illinois Heartland Library System

### Position Description

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

**FLSA:** Nonexempt

**Location:** Edwardsville

**Employee Type:** Part-Time

**Pay Type:** Hourly

**Fiscal Classification:** Other Professional

**Salary Grade:**

#### **Summary:**

The Marketing Coordinator as part of the Communications Team is responsible for supporting all aspects of marketing and promotion of the organization. The Marketing Coordinator creates and produces informative and attractive components as part of the IHL S marketing strategy.

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

- Creates marketing promotions with communications team.
- Compiles lists describing our organization's offerings.
- Creates media platforms for member libraries.
- Develops and manages advertising campaigns.
- Organizes company conferences, trade shows, and major events.
- Builds brand awareness and positioning.
- Evaluates and maintains a marketing strategy.
- Directs, plans and coordinates marketing efforts.
- Communicates the marketing plan to stakeholders.
- Develops each marketing campaign from start to finish.
- Researches demand for the organization's products and services.
- Evaluates service provision competitors.
- Handles social media, public relation efforts, and content marketing.

**Supervised by:** Executive Director

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

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

#### **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 embraces customer service.
- Ability to establish and maintain effective working relationships with staff, the board, governmental representatives, and member libraries.
- Ability to be flexible, to use time wisely and to perform duties in a professional manner.
- Willingness to help others accomplish their objectives.
- Ability to demonstrate a positive attitude towards co-workers, member libraries and job duties.
- 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.

---

**Employee (Print Name)**

---

**Employee Signature**

---

**Date**

Marketing Coordinator (continued)

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

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

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