

**Chelsea District Library
Position Description**

Position Title: Marketing Assistant
Reports To: Head of Marketing
Hours: 15-20 per week; may require some evenings and weekends
Classification: Part-time, hourly, non-exempt
Wage Range: \$12.95 - \$17.13

Purpose and Scope:

The Marketing Assistant works as a support to the Head of Marketing to develop the resources that enable the Chelsea District Library to achieve its mission and implement its strategic plan.

Specific Duties:

1. Assist in preparation of marketing tools utilized in print, web, and social media platforms to promote CDL programs, resources, and initiatives.
2. Assist in maintaining the Library's online presence, including website, social media, and online communication.
3. Assist in creating and maintaining marketing plan schedules.
4. Assist in producing e-marketing/e-blast campaigns through Constant Contact.
5. Participate in continuing education opportunities.
6. Attend and participate in staff meetings and work groups.
7. Other duties as assigned.

Qualifications Required:

1. High school diploma or equivalent, and one or more years of college or community college.
2. Proficiency in MS Office Suite.
3. Ability to handle confidential and sensitive information in an appropriate and secure manner.
4. Ability to successfully work collaboratively and with minimal supervision.
5. High-level organizational skills, willingness and ability to manage multiple projects in a deadline-driven environment.
6. A strong work ethic, professionalism, and integrity.
7. Ability to create, compose, and edit written and electronic materials.
8. Keen attention to detail.
9. Enthusiastic, positive public service orientation.

Qualifications Preferred:

1. Understanding of basic marketing principles.
2. Proficiency in Adobe Suite, including Acrobat Pro, Photoshop, Illustrator, and InDesign.
3. Knowledge of and active participation in social media.