

# Lapeer District Library

## Job Description

**Job Title:** Library Assistant, Marketing

**Summary:** Under the general supervision of the Assistant Director for Technical Services or the Director, performs a variety of tasks that promote the library's mission and its programs, builds brand awareness, engages with current patrons and attracts new library users. Works closely with the library's marketing and outreach committee, and provides guidance in their efforts. Always promotes the library's brand.

### ***Duties and Responsibilities including the following: Other duties may be assigned.***

1. Plan press releases for libraries.
2. Maintain the library's image and identity, which includes the use of logos and signage.
3. Evaluate advertising and promotion programs for compatibility with public relations efforts.
4. Identify main audiences, determine the best way to communicate publicity information to them, and develop and implement a communication plan.
5. Develop marketing plans or strategies.
6. Evaluate program effectiveness.
7. Participate in committees concerned with library system operations, MMLC programs and related community projects.
8. Perform other related duties as assigned.

### ***Work Styles***

- **Cooperation** — Job requires being pleasant with others on the job and displaying a good-natured, cooperative attitude.
- **Adaptability/Flexibility** — Job requires being open to change (positive or negative) and to considerable variety in the workplace.
- **Attention to Detail** — Job requires being careful about detail and thorough in completing work tasks.
- **Integrity** — Job requires being honest and ethical.
- **Concern for Others** — Job requires being sensitive to others' needs and feelings and being understanding and helpful on the job.
- **Dependability** — Job requires being reliable, responsible, and dependable, and fulfilling obligations.
- **Independence** — Job requires developing one's own ways of doing things, guiding oneself with little or no supervision, and depending on oneself to get things done.

- **Self-Control** — Job requires maintaining composure, keeping emotions in check, controlling anger, and avoiding aggressive behavior, even in very difficult situations.
- **Initiative** — Job requires a willingness to take on responsibilities and challenges.
- **Analytical Thinking** — Job requires analyzing information and using logic to address work-related issues and problems.
- **Stress Tolerance** — Job requires accepting criticism and dealing calmly and effectively with high stress situations.
- **Leadership** — Job requires a willingness to lead, take charge, and offer opinions and direction.

### ***Social Skills***

- **Service Orientation** — Actively looking for ways to help people.
- **Speaking** — Talking to others to convey information effectively.
- **Active Listening** — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- **Social Perceptiveness** — Being aware of others' reactions and understanding why they react as they do.

### ***System Skills***

- Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- Determining how a system should work and how changes in conditions, operations, and the environment will affect outcomes.
- Identifying measures or indicators of system performance and the actions needed to improve or correct performance, relative to the goals of the system.

### ***Resource Management Skills***

- Managing one's own time and the time of others.
- Motivating, developing, and directing people as they work, identifying the best people for the job.
- Determining how money will be spent to get the work done, and accounting for these expenditures.
- Obtaining and seeing to the appropriate use of equipment, facilities, and materials needed to do certain work.

### ***Computer Skills***

- **Databases** - Using a computer application to manage large amounts of information, inputting data, retrieving specific records, and creating reports to communicate the information.

- **Graphics** - Working with pictures in graphics programs or other applications, including creating simple graphics, manipulating the appearance, and inserting graphics into other programs.
- **Internet** – Navigating the Internet to find information, including the ability to open and configure standard browsers; use searches, hypertext references, and transfer protocols; and send and retrieve electronic mail (e-mail).
- **Navigation** - Using scroll bars, a mouse, and dialog boxes to work within the computer's operating system. Being able to access and switch between applications and files of interest.
- **Presentations** - Using a computer application to create, manipulate, edit, and show virtual slide presentations.
- **Spreadsheets** - Using a computer application to enter, manipulate, and format text and numerical data; insert, delete, and manipulate cells, rows, and columns; and create and save worksheets, charts, and graphs.
- **Word Processing** - Using a computer application to type text, insert pictures, format, edit, print, save, and retrieve word processing documents

## **Abilities**

- **Reading Comprehension** – Understanding written sentences and paragraphs in work related documents.
- **Oral Comprehension** — The ability to listen to and understand information and ideas presented through spoken words and sentences.
- **Oral Expression** — The ability to communicate information and ideas in speaking so others will understand.
- **Written Comprehension** — The ability to read and understand information and ideas presented in writing.
- **Communications and Media** — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- **Information Ordering** — The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).
- **Category Flexibility** — The ability to generate or use different sets of rules for combining or grouping things in different ways.
- **Deductive Reasoning** — The ability to apply general rules to specific problems to produce answers that make sense.
- **Critical Thinking** – Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- **Near Vision** — The ability to see details at close range (within a few feet of the observer).
- **Speech Clarity** — The ability to speak clearly so others can understand you.

- **Speech Recognition** — The ability to identify and understand the speech of another person.
- **Inductive Reasoning** — The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).
- **Reading Comprehension** — Understanding written sentences and paragraphs in work related documents.
- **Critical Thinking** — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- **Complex Problem-Solving Skills** — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

### ***Work Activities***

- **Getting Information** — Observing, receiving, and otherwise obtaining information from all relevant sources.
- **Interacting With Computers** — Using computers and computer systems (including hardware and software) to set up functions, enter data, or process information.
- **Communicating with Supervisors, Peers, or Subordinates** — Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.
- **Identifying Objects, Actions, and Events** — Identifying information by categorizing, estimating, recognizing differences or similarities, and detecting changes in circumstances or events.
- **Performing for or Working Directly with the Public** — Providing customer service for people or dealing directly with the public.
- **Establishing and Maintaining Interpersonal Relationships** — Developing constructive and cooperative working relationships with others, and maintaining them over time.
- **Processing Information** — Compiling, categorizing, calculating, tabulating, auditing, or verifying information or data.
- **Updating and Using Relevant Knowledge** — Keeping up-to-date technically and applying new knowledge to your job.
- **Communicating with Persons Outside Organization** — Communicating with people outside the organization, representing the organization to patrons, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.
- **Handling and Moving Objects** — Using hands and arms in handling, installing, positioning, and moving materials, and manipulating things

### ***Physical Requirements/Working Conditions***

This job requires the ability to perform the essential functions contained in this description.

These include but are not limited to, the following requirements and working conditions. Reasonable accommodations may be made for otherwise qualified applicants unable to fulfill one or more of these requirements:

- Ability to lift, carry and transport boxes of materials to and from vehicle and to and from library locations
- Ability to travel to various library locations for meetings, training workshops and other purposes
- Ability to enter and access information in a terminal
- Exposure to books and other materials with molds, mildews and dust
- Work hours may be varied, including evening and weekend hours

### ***Education/Experience:***

Bachelor's degree in marketing, journalism, graphics design or equivalent. Some prior experience in dealing with the public, providing demonstrated public relations skills. Related computer experience preferred.

### ***Other Requirements:***

Possession of a valid Driver's license.