

Job Title: Marketing Assistant
FLSA Status: Non-Exempt
Supervisor's Title: Development Director

Nature of Work

The Marketing Assistant plays a key role in sharing the story of the Adams County Library System with the community. This position supports the development and execution of creative, multi-channel marketing strategies that increase awareness of library services, programs, and events. The Marketing Assistant is expected to think proactively, adapt when campaigns need a refresh, and take ownership of promoting events in ways that reach diverse audiences.

This position also assists with major projects such as the quarterly *What's Happening* guide, develops promotional materials for fundraising campaigns and events, and cultivates relationships with community partners to expand the library's reach. The role requires occasional evening and weekend hours.

Examples of Work

- Promote the Adams County Library System in the community, maintaining a high standard of professionalism and public relations.
- Assist in creating and carrying out marketing plans and campaigns for programs, events, and fundraising initiatives.
- Monitor and evaluate ongoing promotions; recommend and implement updates to keep marketing fresh and effective.
- Produce creative content for a variety of platforms, including social media, website, e-newsletter, press releases, and print materials.
- Manage projects such as the quarterly *What's Happening* publication, coordinating with vendors, gathering quotes, and ensuring deadlines are met.
- Work closely with the Development Director to create materials for fundraising campaigns, donor communications, and special events.
- Build connections with local organizations and groups to broaden marketing opportunities and partnerships.
- Stay current with marketing trends and tools; suggest new approaches to reach different audiences.
- Contribute to departmental meetings and participate in special projects and events as assigned.
- Perform other duties as required.

Required Knowledge, Skills, and Abilities

- Ability to take initiative and carry projects forward with minimal supervision.
- Strong creative thinking skills with the ability to “see the big picture” and adapt messaging as needed.
- Understanding of marketing methods, practices, and community engagement strategies.
- Strong communication skills, both written and verbal.

- Project management skills, including the ability to organize, prioritize, and meet deadlines.
- Professionalism in working with staff, vendors, community partners, and the public.
- Proficiency in Microsoft Office and Canva; familiarity with website content management, social media platforms, and e-newsletter tools.
- Strong attention to detail.
- Ability to learn and apply new tools and technologies to improve outreach.

Education and Experience

- Bachelor's degree in marketing, communications, or a related field preferred.
- Prior marketing or community outreach experience required; nonprofit or library experience a plus.
- Experience producing content for a range of platforms (social, print, web, etc.).

Working Conditions:

- Normal, indoor working conditions, with adequate work space, temperatures, ventilation and lighting.
- Normal office exposure to noise, stress and disruptions.
- Must be able to regularly sit for extended periods; stand; walk; use hands in a coordinated manner; reach with hands and arms; talk and hear. The employee is occasionally required to stoop, kneel, or crouch. The employee must regularly lift or move up to 10 pounds and occasionally lift and/or move up to 50 pounds.