

JOB POSTING

DIGITAL MARKETING SPECIALIST

Join an award-winning 5 Star Library! Schaumburg Township District Library is looking for an onsite Full Time (with benefits) **Digital Marketing Specialist** to join our team. We are looking for an energetic, competent, and detail-oriented Digital Marketing Specialist to develop, strategy and execution for all Library digital promotions. This opportunity is for 37.5 hours per week to be scheduled during library hours; required to work some nights and weekends. The schedule is based on the needs of the library and could change if and when needed. The range for this position is starting with \$44,337.00 to \$55,411.00; based on skills and qualifications.

Requirements For All Employees:

1. Ability to be a team-player and work pleasantly and effectively with all patrons, staff, supervisors, and others
2. Ability to learn various job functions, perform them correctly, and understand the necessity in overall library operations
3. Ability to independently function efficiently in a changing and varied environment with frequent interruptions
4. Ability to exercise good judgment and focus on details
5. Ability to follow all library policies and procedures
6. Ability to demonstrate a commitment to incorporating principles of Diversity, Equity, and Inclusion into everyday work
7. Abide by the Standards of Excellence for employees and policies and procedures of the library

Position Summary:

In coordination with the Marketing & Communications Director, the Digital Marketing Specialist will develop strategy and execution for all Library digital promotions. This will include close collaboration with marketing and graphics staff, Leadership team members and staff from across the Library.

The Digital Marketing Specialist will have a passion for creating and sharing creative promotional content with the community, a strong understanding of marketing fundamentals, excellent interpersonal and collaboration skills, and demonstrated experience in taking initiative.

The primary goal of the Digital Marketing Specialist is to generate awareness, excitement, and action through the creation and execution of social, email and digital marketing campaigns. This role offers an opportunity to play a significant role in the development and maintenance of the Library's brand and reputation within the community through informative, engaging digital marketing content.

Essential Duties and Responsibilities:

- Develop strategies and content for, manage, analyze, and optimize Library campaigns on digital promotional platforms, including email marketing, social media and more.
- Provide recommendations for ongoing improvements and continually monitor project work plans and campaigns across digital marketing platforms.
- Ensure that our brand message and style is consistent across all digital marketing mediums.



130 S. Roselle Road · Schaumburg, IL 60193

- Take and edit photos of Library patrons and events.
- Plan, coordinate, script, shoot and edit videos to promote Library services, collections, programs and initiatives.
- Think outside-the-box and create new marketing content and techniques.
- Work in a collaborative environment to build an engaging digital marketing presence.
- Gather and analyze marketing data to help shape marketing strategies.
- Successfully plan, develop, and execute integrated marketing campaigns based on agreed-to marketing strategies that deliver the Library's messages.
- Attend meetings and training as required or requested.
- Treat all patrons and employees fairly and with an open mind; maintain patron and employee confidentiality.
- Clearly communicate in person, on the telephone, and in writing.
- Ability to work independently and to work effectively as a team member.
- Provide professional courtesy to all patrons and staff members.
- Other duties as assigned.

Education and/or Experience:

- Bachelor's Degree (B.A.) from four-year college or university in a communications or art-related field.
- Minimum of one to two years' experience in digital marketing required, with documented experience of managing digital marketing campaigns.
- Excellent verbal and written communications skills required.
- Technical skills of Microsoft Suite, Social Media accounts, Adobe Creative Cloud and ability to self-learn.
- Demonstrated proficiency in photography, videography, photo editing and video editing.
- Working knowledge of web-based technologies, personal computers, and mobile devices across a wide-range of platforms and word processing, spreadsheet, design software and database applications.
- Documented experience developing creative concepts.
- Ability to manage multiple tasks with strict attention to detail.
- Ability to succeed in a rapidly changing environment.
- Effectively communicate with all levels of the organization.
- Ability to work independently, self-motivated and results oriented.
- Documented ability to proactively make recommendations and successfully implement plans.
- Able to travel occasionally to multiple locations.

The deadline to apply for the job posting is: July 4, 2022.

If you are interested in applying for the **Digital Marketing Specialist** position, please follow this link to fill out an application: <https://schaumburglibrary.recruitpro.com/jobs/223576-34409.html>

Schaumburg Township District Library is an Equal Opportunity Employer