

MARKETING & EVENTS LIBRARIAN

The Marketing and Events Librarian will oversee the successful development of events for all patrons and will create marketing materials that connect residents with our library's many offerings. They will coordinate the collective planning process for events and maintain an equitable budget allocation for all. This position will be under the direct supervision of the Director. The Marketing & Events Librarian will perform any of the general circulation desk and reference desk duties in addition to the specific duties detailed below, and other duties as assigned.

ESSENTIAL FUNCTIONS

Marketing

- Oversee all aspects of library marketing and responsible for maintaining standards of excellence in this area
- Serve as the central clearing point for all library communication materials to ensure consistent library identity and branding
- Maintain marketing budgets, keeping a record of all expenditures, including contracts, and receipts
- Create and oversee the development of both print and digital publicity materials following the library's style guide ensuring a consistent visual identity
- Analyze marketing and other data to identify services, resources, events, and target groups for marketing campaigns
- Add promotional content and graphics to the library's website, monitoring placement, currency and relevance
- Work with local media to produce content for library promotion

Events

- Create and implement a regular library-wide schedule of events
- Manage members of the staff engaged in hosting events: help other staff brainstorm, plan, budget, and put on a wide variety of events for adults, children, and families.
- Host and assist with various library events
- Seek out and plan event opportunities, including local festivals, conferences, farmers markets, community meetings, and classes
- Maintain event budgets, keep a record of all expenditures, including contracts, and receipts; as needed, prioritize event spending and funding requests.
- Place orders for event-related supplies or marketing materials.
- Evaluate events by keeping a record of attendance and providing a monthly statistical report to the Director

Administrative

- Manage and maintain our Museum Pass software and program for patron use.
- Purchase movie license(s) for library feature film programs.

ADDITIONAL FUNCTIONS

Collection development

All librarians at Lane Memorial Library will assist in the growth and maintenance of the collections in areas designated to them.

- Maintain designated collections including acquisition and de-accession and/or transfer to storage in designated area(s) of focus
- Assess damaged materials and repair, replace, or discard as needed
- Assess gift books for addition to collection or donation to book sale

Patron Services

All librarians at Lane Memorial Library will provide service to residents at our service desks, over the phone, and via email throughout their work schedule.

- Provide patron instruction in the use of library resources
- Troubleshoot technical issues with library devices
- Provide reader's advisory services
- Assist with museum pass and meeting room reservations and administration
- Communicate with patrons regarding overdues and other sensitive policies
- Liaise with Friends of the Library
- Initiate ILL requests through NHAIS and OCLC
- Coordinate with Community Experience Librarian on the design and materials (such as finding aids) that expand access to the collections

Cataloging & Processing

All librarians at Lane Memorial Library will assist in the cataloging and processing of our material collection as needed.

- Perform copy cataloging of library media, adding MARC records and assuring the inclusion of local holdings information
- Delete lost or withdrawn items from our database
- Perform physical processing of new library media
- Suggest improvements to cataloging procedures to the Cataloging Librarian

ADMINISTRATIVE FUNCTIONS

All full-time librarians at Lane Memorial Library are “keyholders”, tasked with the care and security of the building, supervision of the part-time staff, and volunteers.

- Open building for staff and patron access
- Close and secure the building
- Assist with assessing and developing public and staff spaces within the library

WORKING CONDITIONS

The Lane Memorial Library is a modern construction with large airy ceilings and plenty of natural light. Very few harsh chemicals or dangerous equipment are in regular use or stored at the library. We participate in a Town safety committee to keep workplace spaces safe. Work will include:

- working behind service desks, both standing and sitting options available.

- hanging marketing materials using a ladder, as well as using ladders to hang some seasonal decorations.
- lifting and carrying 6 ft tables and chairs as needed for events.
- bending, stretching, and lifting up to 50 pounds in books and boxes.
- pushing fully loaded book carts and a craft media cart.

MINIMUM QUALIFICATIONS

- Master's degree in Library or Information Science.
Equivalent Master's degrees and relevant experience considered.
- Strong written and verbal communication skills.
- Proficiency with image editing software.
- 1 or more years of experience working in a library, public library preferred.
- 1 or more years of marketing experience at a library or similar institution.

DESIRED QUALIFICATIONS

- Proficiency with Canva, MailChimp, and Microsoft Office (and open-source equivalent) products.
- Experience working reference services in a public library setting.
- Experience coordinating events and activities in a library or library-adjacent setting.