



AUBURN HILLS PUBLIC LIBRARY

3400 East Seyburn Drive, Auburn Hills, MI 48326

**Marketing and Community Relations Coordinator**

The Auburn Hills Public Library is set in the beautiful community of Auburn Hills and serves over 22,000 residents. As the Library plans to rebrand itself, we are looking for a Marketing and Community Relations Coordinator to join our team.

The Marketing and Community Relations Coordinator is responsible for the development of all marketing and promotional activities, implementing creative strategies which increase the community's awareness of Library services, and programs to attract users to the Library.

**Starting Wage:** \$38,000

**Scheduled Hours:** 40 hours per week including days, nights and weekends.

**Benefits:** 401K, medical, dental, optical, health savings plan, vacation and sick days.

**Marketing & Graphic Design:**

- Ensures consistent Library identity and branding across all media platforms.
- Designs and oversees the creation and distribution of Library publications; including brochures, flyers, posters, calendars, newsletters and signs.
- Coordinates design, printing, and distribution of publications with outside vendors.
- Takes a proactive approach with local media to stimulate and anticipate coverage about the Library and its services, events, and proposed projects.
- Handles photography for the Library and provides support to other staff members in their efforts at marketing the Library and its services.

**Planning & Organization:**

- Works closely with the Director to develop an annual plan of Library objectives and activities for community relations based on the Library's goals and objectives.
- Works closely with the Director and staff to plan and implement special promotions and coordinate participation in community events.
- Participates in Library strategic planning as a member of the Library team.
- Maintains photo files, and other records of Library history, including articles pertaining to the Library that appear in various written media.
- Works with other staff to develop and guide social media strategy and content.
- Works closely with the all departments to ensure branding and messages are consistent across all forms of Library communication.
- Recruits and oversees volunteers for community events.
- Attends professional continuing education seminars related to departmental tasks and objectives.

**Experience:**

Bachelors of Arts degree and a minimum of 2 years of experience in public relations and marketing or associated field with additional experience in the following areas:

- Event Planning
- Graphic Design
- Management (preferred, but not required)
- Fundraising experience (preferred, but not required)

**Qualifications:**

- Knowledge of graphic design and layout and ability to create signage and publications using desktop publishing programs
- Knowledge of the methods, practices and techniques of marketing and promotion.
- Microsoft Office software, including spreadsheets and presentations.
- Ability to use or learn Constant Contact.
- Provide assistance in a courteous, diplomatic and professional manner.
- Take initiative and apply considerable ingenuity and practical knowledge to interpret and resolve new, unusual, or particularly troublesome situations.
- Meet deadlines and commitments without compromising thoroughness and accuracy.
- Establish and maintain effective working relationships with media representatives, community groups, public officials, employees and the general public.
- Excellent verbal and written communication skills.

**Organizational Relationships:**

- Reports to the Director and works in close cooperation with all other departments.

**To Apply:**

Mail or email a cover letter and resume by, October 19, 2018 5 PM to:

Auburn Hills Public Library  
Attn: Lawrence Marble-Director  
3400 East Seyburn Drive  
Auburn Hills, MI 48326  
[lmable@auburn-hills.lib.mi.us](mailto:lmable@auburn-hills.lib.mi.us)

The Auburn Hills Public Library is an equal employer. It does not discriminate on the basis of race, color, national origin, age, religion, sex, height, weight, marital status, or disabling condition in employment. No person shall be denied employment solely because of any disability, which is unrelated to the individual's ability to do the essential functions and duties of the job with or without accommodation.