

JOB DESCRIPTION

9/2/2026

JOB TITLE

Programming/Marketing Manager

SUMMARY

Under the supervision of the Library Director, manages the Library's marketing and adult programming. Duties include: produce promotional content such as newsletters in print and electronic formats, press releases, articles, brochures in print and electronic formats, oversee the Library's web and social media presence, create and maintain library website content, plan and carry out programs in collaboration with organizations and individuals, represent the Library at community events, direct supervision of Communication Assistant position. This is a full-time, exempt position.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

Manages all aspects of adult programming including planning, implementing, and logistics
Assists in developing annual departmental budget, responsible for managing that budget
Identifies and implements new methods and avenues for marketing library services and programs
Leads implementation of Strategic Plan Focus Area "Effective Communication", vital role in Focus Area "Community Engagement"
Coordinates scheduling, marketing and publicity of programs with Director, Asst. Director and Youth Services Manager
Manages content on Library's web page and social media outlets
Oversees content on departmental social media outlets
Prepares press releases, newsletters (print and electronic) and fliers
Seeks community partners, including sponsorships of on-going or large program events
Keeps informed of local events and activities
Attends community networking events and meetings
Provides written monthly reports to Library Director concerning programs, contacts and publicity materials
Serves on the Administrative Team Committee, assists in developing policy

KNOWLEDGE, SKILLS AND ABILITIES

Mastery of social media technology, emerging trends, threats and opportunities.
Superior oral and written communication and listening skills.
Maintain awareness of trends in library service and technology.
Creativity, enthusiasm and a commitment to working collaboratively with library employees, neighboring libraries and community partners
Mastery of Microsoft Office Suite, Adobe Creative Suite, Canva, WordPress and other digital creativity tools
Ability to treat patrons with a welcoming, caring, and supportive attitude.
Ability to handle multiple responsibilities and interruptions.
Ability to accept change and adapt to changes quickly.
Ability to work with all staff members in a respectful, honest and fair manner.
Ability to maintain confidentiality of patron information.

EXPERIENCE, EDUCATION AND TRAINING

A 4-year degree in communication, public relations, marketing or related field, **or** comparable job experience is required. Familiarity with social networking sites, eReaders, and mobile/app technology. Proficiency with office equipment, such as copier, printer, fax and telephone.

PHYSICAL REQUIREMENTS

Ability to stoop, bend, and stretch, and to stand for extended periods of time, and ability to lift and carry up to twenty-five pounds. Must have reliable transportation as travel to community events will be required. Additional travel to workshops, including overnight, may be necessary.

Signature_____ Date_____

Job descriptions are meant to be general guidelines of the duties and responsibilities of the job and are not intended to list every possible task an employee may be called upon to perform.

Creativity, enthusiasm and a commitment to working collaboratively with library employees, neighboring libraries and community partners