

	<b>Charles County Public Library</b>		
	<b>Open date: July 11, 2018</b> <b>Close date: July 25, 2018 at 5:00 p.m.</b>	<b>Location:</b> La Plata	<b>DISTRIBUTION:</b> Internal & External Distribution
	<b>ISSUED BY:</b> Jessica Cruse, Human Resources Manager		
	<b>SUBJECT:</b> Marketing Manager		

**Marketing Manager: Full Time Exempt position with benefits**

**Grade: 14**

**Salary: \$61,325**

**Closing Date: July 25, 2018 at 5 PM**

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**Job Summary:** Under the direction of the Executive Director, The Marketing Manager will serve as an integral ambassador and representative for the Library. The Marketing Manager will be responsible for overseeing all marketing, communications including public relations, internal and external content initiatives, across multiple platforms and formats to drive leads, sales, engagement, retention and positive customer behavior, all in support of creating messages that communicates the value of the library to the community and drives revenue growth.

In this highly collaborative role, the Marketing Manager will work closely with CCPL administration, staff, and all CCPL departments in the marketing and promoting of Library programs, fundraising, resources, and events, which may include but would not be limited to: creating advertising, signage, print publications and electronic content and announcements; utilizing appropriate media channels; developing and coordinating social media plans and programs; and measuring and reporting results.

**Job Duties:**

1. Plans and implements a comprehensive marketing plan.
2. Oversees the creation and development of promotional materials for library programs and events (for fundraising or publicity) and manages/assists library staff in the development of promotional materials.
3. Develops and implements strategies which increase the community's awareness of library services and programs.
4. Plans and coordinates public/community events, programs and community activities in the promotion and marketing of the Library.
5. Responds to marketing requests and concerns in a timely manner and meets agreed upon deadlines

6. Manages the production and dissemination of public information via print, video and electronic resources; edits articles and/or materials generated by other personnel.
7. Oversees the Library's presence in approved social media networks and oversees the development and implementation of social media plans and programs.
8. Monitors networks and ensures consistency of Library messaging, positioning, brand and graphic standards.
9. Supports the Library's media relations efforts by maintaining relationships with media contacts; fielding media inquiries; developing press releases and support materials; serving as a designated spokesperson for the organization and pitching/distributing calendar items, press releases, feature stories, letters to the editor and other media tactics.
10. Assist in the development of the Marketing Department budget, including income and expenditure projections.
11. Compiles financial, statistical and informational reports (e.g. weekly, monthly, annual reports; incident, special event reports; etc.) as requested by the Executive Director.
12. Perform other duties as assigned.

### **Requirements:**

1. Completion of a Bachelor's Degree in Business Administration, Public Relations, Communications or Marketing or related field from an accredited college or university.
2. Minimum of 5 years of demonstrated experience performing Marketing and PR duties similar to those above, preferably in the non-profit space
3. Demonstrated experience with graphic design and content creation
4. In-depth experience working with Adobe Creative Suite and other marketing software such as Constance Contact, Orange Boy, or similar.
5. Strong written communication and proofreading skills; ability to write clear, structured, articulate, and persuasive prose.
6. Advocacy experience on the federal, state and/or local level.
7. Experience in budgeting, strategic planning and market planning.

### **Application Process**

Interested current Charles County Public Library staff should submit a Request for Transfer/Promotion found on the Extranet, Resume and Cover Letter to: Human Resources Manager via email by the closing date. External candidates should send application, resume and cover letter to the Human Resources Manager via email to [hr@ccplonline.org](mailto:hr@ccplonline.org) or send to the address below. Applications can be found on the Library's website at [www.ccplonline.org](http://www.ccplonline.org).

2 Garrett Ave.  
La Plata, MD 20646  
ATTN: Jessica Cruse, HR Manager

**Note: Incomplete applications and documents will not be considered.**

*Charles County Public Library is an Equal Opportunity Employer that does not discriminate on the basis of race, color, sex, creed, religion, national origin, age, disability, genetic information, veterans' status or disabled veterans' status. Reasonable accommodations will be considered.*