



## Lincoln Township Public Library

## Job Description

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**Job Title:** Marketing, Development, and Volunteer Coordinator  
**Reports to:** Director  
**Supervises:** None  
**Pay Range:** \$30,000 – \$37,500  
**Status:** Non-exempt; full-time. Includes benefits package.  
***This position is part of the bargaining unit.***

## Job Summary

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The Lincoln Township Public Library is seeking a highly motivated and creative individual to maintain and increase the library's public visibility in the community through the promotion of events, programs, promotional materials, and social media accounts.

Other responsibilities include establishing and managing Library Endowment fundraising; developing and recruiting volunteer sources and management of volunteers; administrative support in fulfilling the goals and objectives as established by the Library Director. This position directs and supervises the activities of the volunteers and serves as their primary point of contact.

The ideal candidate for this position is enthusiastic about using their creative and collaborative talents to help the library team achieve a shared mission to educate, engage, and empower its community. They are open to fresh ideas and see challenges as opportunities to grow.

## Duties & Responsibilities

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1. Set and guide the strategy for all marketing efforts and messaging to consistently communicate the Library's mission and brand.
2. Manage the development, distribution, and maintenance of all print and digital collateral.
3. Coordinate all media correspondence and interviews. Maintain and build new media relationships.
4. Manage all external resources including website designers and graphic designers.
5. Identify, cultivate, develop, and maintain close relationships with community sponsors.
6. Networks with relevant community groups and participates in outreach to community organizations and agencies that serve adults and seniors.
7. Participate in formation, development, and implementation of goals and action plans, in conjunction with management and fellow staff.

8. Establishes, manages, and directs fundraising for the Library Foundation, including work with deferred gifts, endowment development, and membership programs, preparing the necessary reports and financial information as required.
9. Designs strategies to identify, investigate, and implement programs which will generate revenue for the Library, including sponsorships, cash donations, and special events.
10. Continually identify new ideas and opportunities for the library while improving upon past and current activities.
11. Oversees the development, recruitment, and maintenance of the volunteer program.
12. Uphold policies and procedures, recommending changes and requesting training when necessary.
13. Perform other related work as required or assigned by Director.

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## **Education, Experience and Training**

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### **Required**

- Bachelor's degree in a related field of study.
- Experience using Adobe Creative Suite, WordPress.
- Experience leading volunteers, events, and fundraising.
- Excellent written and oral communication skills for both small and large group settings.

### **Preferred**

- Degree in marketing, advertising, or communications.
- One to two years' relevant experience.
- Working knowledge and understanding of basic library principles, procedures and philosophy of service.
- Experience in a library environment.

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## **Job Requirements**

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1. Exceptional interpersonal skills, a sense of humor and desire to work amongst a dynamic team is essential.
2. Marketing savvy and experience with innovative print, web based and events strategies.
3. Understanding of graphic design, visual language, social media, and web management.
4. Strong organizational, analytical, and project management skills.
5. Must be able to read, write and understand the English language.
6. Attention to detail and accuracy.

7. Physical ability to push/pull fully loaded book carts and lift/carry materials weighing up to 70 pounds.
8. Ability to work under limited supervision, exercising latitude in judgment to determine work methods and results.
9. Ability to operate a variety of library equipment including a computer, multi-line phone system, cash register, printer, scanner, fax and copy machine and other equipment as added or required. Requires hearing ability to answer telephone and patron inquiries.
10. Computer skills and visual acuity necessary to effectively access and read information on the computer. Must be able to comfortably use email, perform internet and online database searches, and utilize basic office software including word processing and spreadsheets.
11. Ability to plan and implement library service goals and evaluate effectiveness of service to library patrons.
12. Ability to enforce library policies and make sound judgment decisions when necessary.
13. Willingness to maintain skills in above-mentioned areas through active participation in professional learning opportunities.
14. Availability to work some evenings and weekends.

## **Working Conditions**

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1. Generally will work within a normal office environment, with minimal discomfort due to extreme temperatures, dust or noise. May also work in outdoor environments from time to time.
2. Job requires walking, standing, sitting, bending, stooping and reaching. Frequent sitting/standing in one position for extended periods. Requires the use of a video display monitor, keyboard, and mouse.
3. Occasional travel required to provide outreach services, attend meetings, workshops, conferences or webinars as needed.
4. Work hours may be varied; may include evenings and weekends.

*This job description is intended to describe the general nature and level of work being performed by a person assigned to this job. It is not to be construed as an exhaustive list of all job duties. Other duties may be assigned.*