

Job Posting

Marketing & Community Relations Coordinator

Flint Public Library seeks an experienced and enthusiastic marketing professional to coordinate the Library's marketing and promotion activities – print, web, and social media - as well as to seek out and develop community engagement opportunities for the Library. This is a critical role in a fast-paced environment that is perfect for a high-energy, highly organized multi-tasker. Much of this work is done in collaboration with others, so experience working in teams is essential.

The Marketing & Community Relations Coordinator must have superb written and verbal communications skills and experience in a Microsoft environment with Office applications and Outlook. A Mac environment is available but secondary.

The ideal candidate will have broad and deep knowledge of the Flint community and bring with them well-established relationships to community organizations.

The job requires a Bachelor's Degree plus experience. See the Job Description at www.fpl.info for full details.

How to apply:

Email a letter of interest and a resume to jobposting@fpl.info. The letter can be addressed to: Flint Public Library Human Resources. This job opportunity is open until filled.

Compensation Package:

Salary Range: \$42,345 to \$49,020

Work hours: 2080 per year, average workweek 40 hours generally Monday through Friday. Some evenings, Saturday and Sunday hours may be required with schedule adjustment allowed.

Benefits:

- Health, Dental & Vision – library pays 80% of premium, employee pays 20% coverage available for full family
- Health Care Savings Plan employer contribution after 5 years of employment.
- Defined benefit pension plan (MERS), 10 year vesting multiplier of 1.5%, 5 year highest salary average

LEARN FOR LIFE

- Employee funded 457 Plan
- Employer paid life insurance and long term disability
- Additional employee paid insurance provided through AFLAC
- Paid Vacation days ranging from 10 days per year to 20 days per year dependent upon seniority
- Paid Sick leave 96 hours awarded annually.
- Paid Personal leave 16 hours awarded annually.
- Paid Holidays 14 days plus 16 hours of floating holiday.

About Flint Public Library

Flint Public Library serves the people of Flint, Michigan, through a 90,000 square foot library located in the amazing Flint Cultural Center. The fully renovated library building re-opened to the public in May 2022 after a multi-year transformation that more than doubled the space for children's services and digital services, dedicated a new space for local history and genealogy, and created 19 public meeting rooms of various sizes.

The Library recognizes that we now live in a knowledge economy, where most people can no longer earn a living wage by making things, as they did when factories were the anchor of the local economy. The Library aims to ensure that Flint citizens have digital skills, high literacy, and the ability to keep learning new things to be competitive for the best jobs. That's why the Library's **mission is to be Flint's go-to place to learn for life.**

This mission helps to guide the Library's areas of focus. While some things, such as having books and serving as a hub for local genealogy and history will remain a given, the Library invests most of its resources in the following three priorities.

- **Early Childhood Literacy:** Helping parents and caregivers prepare children to read and exposing kids to STEM programming.
- **Digital Learning:** Filling the technology education gap by exposing students to aspects of computer science and making technology accessible to the public.
- **Community Hub:** Providing an abundant and welcoming space where people can gather for learning, dialogue, or entertainment.

LEARN FOR LIFE



Flint Public Library's most important requirement of staff is a commitment to provide excellent customer service in an environment that welcomes diverse populations.

The Library has a small and dedicated staff, with between 30 and 35 permanent staff who serve the 81,000 residents of Flint five days a week. All public service staff work the same days and hours: Tuesday through Saturday, including three evenings. See www.fpl.info for library open hours. Staff has five holiday weekend Saturdays off throughout the year and can arrange weekends off during their vacations. Administrative staff generally work Monday through Friday with some evenings and weekends required.

If you have not visited Flint and have only heard about it on the news, please come and see the reality. The people of Flint love their City and community. They work diligently from the neighborhood level on up to help the community thrive and grow. They love their library and have always voted Yes to funding requests, including bonds for the library renovation. Flint Public Library strives to fulfill the community's trust in us and provide the services they want and need. Join our team and be a part of it!

###

LEARN FOR LIFE



Marketing and Community Relations Coordinator

Reports to: Director of Library Operations
Range: Non-Union, range \$42,345 - \$49,020
52-week position, 40 hours per week

Summary: The Marketing and Community Relations Coordinator oversees and executes all marketing and communications activities for the Flint Public Library, and also plans, cultivates, and fulfills community engagement opportunities both inside and outside the library.

Duties

1. Working with the Director of Library Operations and the Executive Leadership team, develops and implements an intentional and impact-oriented marketing and communications plan informed by and responsive to the racial, economic and social diversity of Flint.
2. Ensures the strategic integration of marketing initiatives across multiple formats and channels, advises the library administration and staff on improving or maintaining a positive image for the library in the community, and ensures consistency of the Library brand and graphic standards.
3. Collaborates and coordinates with outside consultants for writing, branding, design and graphic production and proofreading of all promotional materials needed to fulfill the library's marketing and communications plan.
4. Prepares or oversees a wide variety of communications content including program marketing materials, web site content, digital screens, videos, blog posts, announcements, and press releases.
5. Coordinates the library's social media presence in partnership with other staff and outside consultants.
6. Cultivates relationships with local media; responds to media inquiries; coordinates staff media appearances.
7. Develops and monitors the marketing budget in collaboration with the Executive Leadership team.

8. Partners with the Programming and Events Coordinator and Executive Leadership team to build and maintain relationships with community members, organizations, businesses, churches, local educational institutions and other entities that can provide collaborative opportunities in programming, partnerships and resource sharing. Manages the community information area within the library building.
9. Partners with the Executive Assistant to provide administrative and marketing support to Friends of the Flint Public Library under the guidance of the Executive Director.
10. Designs outreach activities; develops and implements activities to further the reach of the Library throughout the varied and diverse segments of the Flint community.
11. Serves as library photographer/videographer during library events and engages professionals as needed. Manages photo permissions and copyrights.
12. Performs other duties as requested.

Qualifications and Job Requirements

1. This job requires a Bachelor's Degree, preferably in Marketing, Journalism or Public Relations. A minimum of two years' experience in a marketing position is required. An equivalent combination of education and experience will be considered.
2. Relevant experience in developing marketing plans for target audiences, in facilitating community connections and in developing and nurturing partnerships is highly desirable.
3. Ability to work effectively and independently in situations with many tasks and multiple deadlines in support of multiple personnel.
4. A demonstrated commitment to excellent customer service and providing a welcoming environment for diverse populations.
5. Excellent command of Microsoft Word, Excel, Powerpoint and Outlook. Computer skills to effectively utilize library and business applications, file storage systems, and other digital media platforms. A demonstrated ability to self-learn new digital skills. The library operates on a Windows server platform, though iMac and Adobe Creative Cloud are available.
6. Demonstrated excellent writing skills and correct business English, including spelling, grammar and punctuation.
7. Effective interpersonal communication skills involving enunciation and articulation and the ability to present prepared materials to various audiences.
8. Ability to perform work under minimal supervision with latitude in exercising judgment in determining work methods and results.
9. Ability to travel between related places of business as needed.

10. Hearing ability to answer telephone inquiries and visual abilities to facilitate interactions while using technology.
11. Physical ability to lift/carry materials weighing up to 50 pounds.

Working Conditions

1. Generally will work within a normal office environment, with minimal discomfort due to extreme temperatures, dust, and noise; there may be some outdoor work.
2. May include out of county or out of state travel for meetings and conferences.
3. Work hours will be varied, including evenings and weekend hours.
4. Frequent sitting/standing in one position for extended periods of time.

This job description is intended to describe the general nature and level of work being performed by a person assigned to this job. The details herein are not to be construed as an exhaustive list of all job duties that may be performed by a person so classified.