

Wood Dale Public Library District

wooddalelibrary.org

Marketing Coordinator –

Reports to: Chris Renkosiak, Executive Director

Hours/week: 37.5 hours per week (non-exempt)

Pay range: \$24/hr – \$26/hr (depending on qualifications)

Are you a creative and passionate individual with a flair for marketing and a love for libraries? We're looking for a dynamic Library Marketing Coordinator to join our team! Whether you're starting out in your career or looking to make a change, if you thrive in a collaborative environment and are excited about promoting the invaluable resources and events our library offers, we want to hear from you!

What You'll Do:

Marketing Development and Design: Assist in the development, implementation, and evaluation of library marketing and communication strategies, including brand and style guidelines and content strategies.

Social Media and eNewsletter Management: Plan, create, and analyze social media posts, determine their effectiveness, and manage comments and online reviews. Create and schedule engaging marketing emails to keep our patrons informed and excited about what's happening at the library.

Content Creation: Designs and proofs newsletters and other digital and print marketing content to ensure high-quality, consistent messaging, designs, and photography.

Professional Development: Participate and represent the Wood Dale Public Library in relevant training, networking, continuing education, and staff development to stay ahead of the curve in marketing best practices.

What You Bring:

- Communication & Tech-Savvy: Strong skills in communication, MS Office Suite, and computer applications.
- Critical Thinking: Ability to analyze information, solve problems, and make decisions.
- Time Management: Prioritize tasks and meet deadlines effectively.
- Research & Organization: Proficiency in research, information organization, and library systems.
- Customer Service: Previous experience with internal and external customer service and/or training.
- Detail-Oriented: Work with precision and accuracy.
- Relevant Experience: One-to-two years of relevant work, academic, or other relevant experience.
- Credentials: Bachelor's degree in Marketing, Graphic Design, or equivalent field of study.

Work Environment & Physical Requirements:

- Work in a typical office environment with occasional outdoor events.
- Operate standard office equipment and communicate effectively with staff and patrons.
- Occasionally lift up-to 25 lbs. and perform physical tasks like bending, reaching, and moving materials.
- Valid Driver's License and proof of insurance or other reliable transportation.
- Occasional evening and weekend hours.

Why Join Us?

- Make a difference in the community by enhancing library services.
- Collaborate with a supportive team passionate about library excellence.
- Opportunities for professional growth and development.

For all your awesomeness, you will get:

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- 15 days of paid vacation during your first year (23 days for your second and future years), 12 days of sick time, and paid holidays.
- Access to Health, Dental, and Vision insurance.
- Access to supplemental insurance through Aflac.
- This position comes with required participation in the IMRF pension program plus access to optional participation in a 457(b) program.
- Flexible, but one hundred percent in-person schedule.

Apply now and be part of our commitment to providing exceptional library services to our community. Please send your resume, a cover letter, and 3 professional references to jobs@wooddalelibrary.org.

The Wood Dale Public Library District is an equal opportunity employer.