

POSITION DESCRIPTION  
**ROCKY RIVER PUBLIC LIBRARY**  
An Equal Opportunity Employer

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- I. POSITION TITLE:** Marketing Manager
- II. DEPARTMENT:** Administration
- III. IMMEDIATE MANAGER:** Director
- IV. FLSA STATUS:** Exempt
- V. POSITION SUMMARY:** Responsible for crafting multiple forms of visual designs, publications, and communication that represent the Library's overall marketing concepts and goals as established by the Director.
- A. Responsibilities to Director**  
Serves as a member of leadership. In compliance with the core values and mission of the Library, provides departmental-level leadership in areas of responsibilities; keeps Director informed of projects, duties, and progress; communicates fully and effectively with Director, other members of the Library's leadership, and fellow employees.
- B. Interrelationship with Other Departments**  
Models and promotes good communication and full cooperation with all departments to achieve the goals of the Library. Leads Library teams.
- VI. QUALIFICATIONS:**
- A. Education and Experience:** Bachelor's degree in computer science, marketing, or digital marketing, or equivalent knowledge and experience. Minimum 3 years' progressively responsible experience designing and maintaining an organization's website. Previous web design experience in a public library is preferred.
- B. Knowledge, Skills, and Abilities:**
- Advanced user abilities in HTML and WYSIWYG, JavaScript/ASP, CSS, Macromedia Dreamweaver, Adobe Photoshop CS, Illustrator CS, InDesign, Macromedia Flash and Director, ActionScripting, and Microsoft Office applications.
  - Advanced knowledge in site/user compatibility, cross-browser issues, copywriting, image optimization, design theory, document layout, exporting movie clips, and exporting animation.
  - Ability to foster teamwork.
  - Ability to tactfully deal with public, staff, and patrons of all ages.
  - Ability to resolve complex problems appropriately and to multitask with pending deadlines.
  - Ability to maintain confidentiality and use appropriate judgment in handling information and records.
  - Ability to work with little to no supervision.

- C. **Personal Characteristics:** Consistently maintains, displays, and models a positive attitude. Is a role model for treating people with dignity, respect, and fairness; inspires and ensures that others do so as well.

**VII. ESSENTIAL DUTIES AND RESPONSIBILITIES:** *This list is illustrative and not to be considered exhaustive for this position.*

- A. Upholds the Library's mission and always imparts a positive impression of the Library to the public.
- B. Demonstrates a positive attitude and supports Library goals and objectives; models and reinforces excellent customer service skills.
- C. Responds to questions and situations in accordance with Library policy and in a manner to enhance the reputation of the Library as a public service organization.
- D. Maintains knowledge of profession and technologies by attending workshops, reviewing professional publications, establishing personal networks, and participating in professional organizations.
- E. Collaborates with staff in the coordination and implementation of special projects and initiatives.
- F. Interacts regularly with Library staff, patrons, and general public.
- G. Conducts public communication meetings and collaborates directly with department managers and key staff members to facilitate, design, and promote library programs via multimedia platform.
- H. Serves as leader of the Library's Social Media Team and Marketing Communications Team, and in doing so upholds the online reputation of the Library.
- I. Monitors trends in social media tools, applications, channels, design, and strategy.
- J. Designs, creates, and manages promotions and social media ad campaigns.
- K. Responsible for the design, publication, and distribution of the Inside View.
- L. Provides ongoing design and development to staff and public websites by creating original code, images, layout, written content, and brand-identifying site schematics.
- M. Researches, develops, and implements new technologies and emerging trends into Library's website.
- N. Performs usability testing for proposed designs and completed projects.
- O. Troubleshoots and edits web and print materials and ensures accessibility, compatibility, speed, and clarity of websites.
- P. Works with outside vendors, printers, and designers to ensure consistency of Library branding and design.
- Q. Maintains Library's staff intranet website.
- R. Creates, curates, and manages all published content on social media sites.

- S. Notifies the public of emergency Library closings and other vital information.
- T. Designs and issues E-blast email notifications to patrons.
- U. Orders, tracks, and distributes promotional materials.
- V. Maintains budget for designated areas and oversees expenditures within scope of available funds.
- W. Maintains paper and digital records/files for respective department.
- X. Interviews, coaches, trains, manages, counsels, develops, and schedules direct reports.
- Y. Conducts 60/90 Day Performance Evaluations and annual Performance and Goals assessment for direct reports.
- Z. Assists direct reports in diagnosing problems and recognizing issues and modifies approach to achieve results in changing situations.
- AA. Visibly and proactively encourages teamwork among direct reports and Library teams; consistently facilitates the resolution of team conflicts in a way that is mutually agreeable; promotes respect and recognizes contributions from all staff members.
- BB. Participates in and encourages direct reports to participate in library teams, meetings, training, workshops, and conferences.
- CC. Interprets Library policies, procedures, and personnel handbook as related to management of direct reports and consults Deputy Director and/or HR Generalist as referenced throughout policies, procedures, and personnel handbook when necessary.
- DD. Completes monthly reports for Director as requested.
- EE. Works with Director to set annual performance goals and objectives that support the Library's core values.
- FF. Works closely with Library Administration to develop and ensure compliance with Library's overall strategic technology plans, policies, and procedures.
- GG. Works as a team with the Director and Deputy Director to ensure the Library's print, social media, and web based public communication is clear and effective.
- HH. Assumes additional responsibilities and performs special projects as needed or directed.

**I. PHYSICAL REQUIREMENTS:** Ability to regularly lift up to 25 pounds; Ability to operate standard business office equipment; travel is required frequently for community events and off-site training sessions and/or meetings.

## **II.**

*This position description is not intended to be a complete list of all responsibilities, duties or skills required for the position and is subject to review and change at any time, with or without notice, in accordance with the needs of Rocky River Public Library. Since no position description can detail all the duties and the*

*responsibilities that may be required from time to time in the performance of the job, duties that may be inherent in a position, reasonably required for performance, or required due to the changing nature of the position shall also be considered part of the position holder's responsibility.*

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Employee Signature

Date