JOB OPENING: Part-time Marketing and Publicity Library Associate

Plainsboro Public Library seeks an energetic, creative, and self-motivated candidate for the Marketing and Publicity Library Associate part-time position. This position is directly responsible for marketing and publicity of Library services and programs, via a variety of channels including print and email newsletters, the Library website, social media, library event calendar, displays, events, and person-to-person contact. The position works collaboratively with Administration to create and implement strategies to increase the visibility of the Library throughout the Township.

Responsibilities include but are not limited to:

- Plan, write, design, edit, and oversee the production and distribution of marketing collateral including web content including the event calendar, print brochures, mailers, newsletters, emails, digital and print advertisements, print/digital signage, event calendars, annual reports, and other marketing materials that communicate, inform and persuade;
- Craft consistent and effective messages and marketing materials to represent and promote the Library. Help promote Library special events. Analyze and assess effectiveness of messages, materials, and distribution channels;
- With Administration and staff, collaboratively develop and implement a marketing and communication plan to heighten awareness, understanding, and engagement with the Library’s services, collections, activities, and initiatives to residents;
- Support the Library Foundation’s fundraising efforts and other library fundraising activities;
- Communicate with media representatives regarding the development of library stories and keeping press contacts up to date; and
- Perform related tasks as required.

Knowledge, Skills, Abilities:

- Ability to think strategically and creatively; handle multiple projects and priorities in a deadline sensitive environment;
- Knowledge and expertise in the creation of marketing and publicity materials utilizing computer software such as Adobe Creative Suite, Canva, Microsoft Publisher, and email marketing platforms like Constant Contact;
- Exceptional interpersonal skills and the ability to work well within teams, as well as autonomously, and the ability to work effectively with staff and administration;
- The ability to communicate ideas well both orally and in writing;
- Be highly organized with good attention to detail;
Experience with marketing via a variety of social media channels, particularly Facebook and Instagram;
Experience in developing, implementing, and assessing successful marketing and communication strategies;
Knowledge of the principles, practices, and techniques of professional communications and public relations;
Possess strong writing and editing skills; and
Possess a strong design sense.

**Education and experience:** The Marketing and Publicity Library Associate must have a bachelor’s degree from an accredited college or university with major course work in graphic design, marketing, communications, or related field and minimum of 2 years of prior experience in marketing and communications, ideally in a library or nonprofit organization.

**Schedule:** 20 hours per week on-site; may include occasional weekend or evening.

**Salary:** $22.00 to $26.00 per hour depending on experience. Paid sick time in accordance with the New Jersey Earned Sick Leave Law.

**Application:** For consideration, please send a cover letter and resume to: jobs@plainsborolibrary.org Include “PT Marketing and Publicity position” in the email subject line. In addition, a portfolio of completed campaigns and additional examples of work is required with all applications. [PLEASE NOTE: Please attach portfolio as a PDF]

Please no phone calls. Only candidates selected for interviews will be notified. Employment offers are conditional upon a successful background and reference check and include a six month probationary period. Plainsboro Public Library is an Equal Opportunity Employer. Applicant must comply with the “NJ First Act.”