

Oshkosh Public Library
Employment Opportunity

TITLE: Marketing Coordinator
Location: Oshkosh Public Library
Posting date: April 24, 2018
Closing date: May 24, 2018
Salary: Range starts at \$52,400
Reports to: Head of Library Development

Minimum qualifications:

Some college required; bachelor's degree preferred.

Position information: The Oshkosh Public Library seeks a creative and energetic individual to tell the library's story as we move into an era of growth and change that redefines our role as a trusted resource and community partner.

The marketing coordinator will direct promotion of the library's public programs, services, and resources. This position will be responsible for the daily duties associated with print, online and on-site display promotion, as well as developing standard practices for direct promotion at library programs and service points. The marketing coordinator will coordinate media relations activities and participate in the development of the library web site – specifically guiding its function as a marketing tool. This position will also act as project manager for creating and developing a community calendar of events.

Candidates should possess excellent communication and interpersonal skills; be adept at organizing multiple tasks and projects; and stay abreast of emerging marketing/library trends. Candidates should possess excellent writing skills and be able to adapt information and key marketing messages to a variety of formats; e.g., news releases, columns for local media, web copy, social media posts and ad copy. Extensive experience and understanding of social media platforms is desired.

This is a 40-hour-per-week position that includes some weekend and evening hours. Benefits include medical and life insurance as well as Wisconsin Retirement System participation, vacation, sick leave and paid holidays. Join our team as we work to achieve our vision of "A library in every life" by serving as a center for lifelong learning, an incubator for creativity, a recognized downtown destination and a valuable community partner.

Oshkosh Public Library provides a full range of services to 82,000 area residents from a beautifully restored and historically significant building. Oshkosh is situated in East Central Wisconsin on the shore of Lake Winnebago. Oshkosh Public Library is an equal opportunity employer.

To Apply:

Please submit letter and resume to: Oshkosh Public Library; Administration; 106 Washington Ave., Oshkosh, WI 54901 or via e-mail to Marcy Cannon at Cannon@winnefox.org.