



*Building Community.  
Enriching Lives.*

Posted August 9, 2021

The Mahwah Public Library seeks an all-star Public Relations & Marketing Coordinator to join our collaborative, customer-focused team!

The Public Relations & Marketing Coordinator works closely with the senior management team on a wide range of marketing initiatives to meet the Library's outreach, communications, and promotional goals. The successful candidate will be an enthusiastic marketing professional who understands the mission of a public library and demonstrates passion for the Library's vision build community and enrich lives.

The Public Relations and Marketing Coordinator works collaboratively with administration and staff in the creation of marketing and publicity that communicate the value of the Library, engage area residents, and promotes use of our collections, programs and services. Primary responsibilities include creation of the Library's social media campaigns, newsletters, flyers, physical and digital signage, visual branding, etc. The Marketing Coordinator provides staff with support for visual merchandising within the Library, works on special marketing projects, and other work as assigned.

The successful candidate must have excellent graphic design and communication skills. The ability to both work independently and interact effectively with staff in a professional and positive manner is expected. Prior experience with marketing, publicity and/or public relations is strongly preferred. Experience required with relevant software in a Windows environment, focusing on software of use in the creation of marketing and publicity materials (knowledge of Microsoft Office required; knowledge of Adobe Creative Suite strongly preferred). Knowledge of social media marketing best practices highly desirable. Experience in a public library or related non-profit is preferred.

This is a part-time position (anticipated 20 hrs./wk. to start) with a competitive hiring range of \$20 – 24/hr., commensurate with qualifications and experience.

The Mahwah Public Library is among the busiest libraries in Bergen County and growing strong. The Library undertakes continuous improvement through proactive collection management, programming, outreach, online services and operational efficiency. Above all, we are dedicated to providing exemplary customer service to our community every day.

Visit the Library's website at <http://www.mahwahlibrary.org/content/work-or-volunteer-library> for a complete position description, including duties and requirements. Interested parties should send a letter of interest addressing the Library's stated needs, resume, portfolio, and three (3) professional references to:

Kurt Hadeler, Director  
[khadeler@mahwahlibrary.org](mailto:khadeler@mahwahlibrary.org).

This position will remain open until filled. Applicants must present a current portfolio of successful written marketing and publicity work prior to any interview.

*Interested individuals should be aware that the New Jersey First Act requires employees of all public employers to reside in the State of New Jersey unless otherwise exempted under the law.*

## Summary

The Public Relations & Marketing Coordinator will harness creativity and a passion for the Mahwah Public Library to increase its community engagement via print and online channels. Under the general supervision of the Director and in collaboration with the senior management team, the Public Relations & Marketing Coordinator creates and edits press releases, newsletters, social media and e-mail communications, reports, flyers, infographics, signs, posters and other public-facing information in order to communicate the value of the Library, promote use of our collections, programs and services in a variety of media, and elevate our brand overall.

## Essential Duties & Responsibilities

- Markets Library news, services, activities, programs and events targeted at all age levels through various media channels, including print and online.
- Collects, writes and curates inspiring content for newsletters, press releases, e-mail campaigns and social media that increase the Library's reach and engagement with its subscribers, fans, and followers.
- Designs and produces flyers, posters, reports, infographics, website, social media and email content, and other marketing materials to clearly convey the Library's message to the community.
- Coordinates the production of the newsletters, email, posters, promotional materials, website content, and other PR and marketing materials in a team-based environment.
- Promotes and advocate library awareness and use; assists in developing targeted messages about Library issues.
- Stays abreast of current latest developments in marketing, publicity and public relations.

## Essential Competencies

- Thinks strategically and creatively. Able to see the big picture and promote Library-wide consistency and excellence in marketing materials in order to elevate the Library's brand.
- Exceptional interpersonal skills and the ability to foster strong working relationships. Ability to establish and maintain effective working relationships with managers, co-workers, associates, regional library staff, trustees, policy makers, and partner organizations.
- Ability and demonstrated experience in planning, developing, administering, and evaluating inventive public relations, marketing, advertising, and community relations campaigns.
- Communicates ideas clearly and compellingly orally, visually, and in writing. Capable of effectively presenting information to managers, staff, public groups, boards of trustees, and other stakeholders.
- Ability to, analyze, interpret and implement the rules, regulations, policies, and procedures of the Library; friendly, flexible, positive and willing to work with customers and staff to successfully resolve problems.
- Extensive and creative technical skills, including good command of standard office software, desktop publishing and graphic design software, social media, Internet searching, and use of other library information technology.
- Ability to manage multiple projects, priorities, and deadlines in a fast-paced, multifaceted environment; adapts to changing priorities.
- Works well in a highly collaborative, team-based environment, as well as autonomously. Desire to work in a team-based, customer-centric environment; flexibility to assist other departments in order to promote their services.
- Strong interpersonal and conflict resolution skills; creative problem-solving attitude.
- Strong communication, writing and speaking skills. Fluency in English is required; a second language is preferable.
- Highly organized with excellent attention to detail and the ability to work under pressure, multi-task and juggle a variety of projects in a solution-oriented manner.
- Positive, creative, and collaborative mindset.
- Excellent writing and editing skills.
- Strong graphic design sense.

## Education & Experience

- Bachelor's Degree in English, marketing, advertising, journalism or other related major required

- Experience in the library, publishing, marketing, or literary field preferred

### Work Environment

- Duties are performed in an indoors office environment. This position requires extended periods of standing, walking, sitting, and talking or hearing. This position requires occasional periods of climbing or balancing, pulling/pushing items, lifting/carrying items, keyboarding, reaching with hands and arms, stooping, kneeling, crouching, or crawling. Weights up to 40 pounds may be encountered. Vision requirements include close vision and ability to adjust focus. Must be able to transport oneself to work-related meetings, workshops, conferences, etc., as needed. Persons with mental or physical disabilities are eligible as long as they can perform essential functions of the job with or without reasonable accommodation. If the accommodation cannot be made because it would cause the employer undue hardship, such persons may not be eligible.