

**Sonoma County Library
Announces an Employment Opportunity**

**MARKETING SPECIALIST – ROHNERT PARK HEADQUARTERS
20 HOURS PER WEEK – PART TIME**

We are seeking an enthusiastic **Marketing Specialist** to help us in our overall marketing efforts. The incumbent will be an integral part of our email marketing campaigns and assist with media contracts.

THE POSITION:

Please see the attached job specifications for full details about this position.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

- Utilizes social media channels to provide updates of Library news and activities, monitors responses, and adapts strategies when appropriate.
- Develops media contact database and maintains positive relationships.
- Assists in creating and editing copy for marketing materials across multiple disciplines, including - but not limited to - collateral, websites, email, and direct mail pieces.
- Conducts research and survey efforts; develop and uses performance metrics.
- Assists event, branch, and administrative staff to increase effectiveness of outreach efforts.
- Collaborates with departments and committees within the Library, including Marketing Team, to execute strategic plan and other organizational efforts.
- May provide assistance with distribution of marketing materials, and related post-production tasks.

COMPETENCIES

Knowledge of:

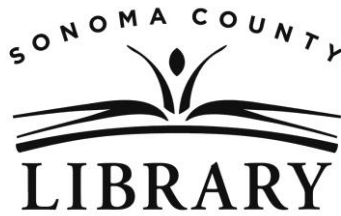
- Social media platforms including – but not limited to - Facebook, Twitter, Instagram, YouTube, and email notification software.
- Computer applications related to the position including Microsoft Office Suite and other related software.
- Community demographics.

Ability to:

- Develop surveys and disseminate to the public using various media.
- Analyze data and summarize results using charts and graphs.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.

www.sonomalibrary.org

D I S C O V E R • L E A R N • S H A R E



MINIMUM QUALIFICATIONS:

Education and Experience:

Associate's degree in Marketing, Business Administration, Communications, Journalism, Public Relations or related field or equivalent; and a minimum of two years of experience in marketing and/or customer service, with a focus in social media and analytics. Bilingual in English and Spanish is highly desirable.

Licenses and Certifications:

Must possess and maintain a valid California Class C Driver License.

WORKING CONDITIONS:

This classification primarily works indoors in a standard office environment, with possible outdoor exposure during outreach events. May be required to work flexible schedules including evenings and weekends.

SALARY RANGE: \$27.40/hour to \$34.22/hour plus pro-rated benefits

CLOSING DATE: 5:00 pm, Tuesday, July 13, 2021

APPLICATION PROCESS: Please go to <https://www.calopps.org/sonoma-county-library> to apply. Applications must be complete and submitted by the final filing date in order to be considered. **Resumes will not substitute for a completed application.**

The application process may contain one or more of the following steps: a supplemental application, written test(s), skills assessment(s), and/or oral examination(s).

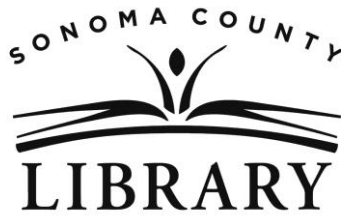
EMPLOYMENT INFORMATION:

Employment offers will be contingent upon a successful pre-employment verification/criminal records clearance. Having a criminal record will not necessarily disqualify an applicant from employment.

RECRUITING PROTOCOL IN RESPONSE TO CORONAVIRUS COVID-19:

Pursuant to California Governor Newsom's Executive Order N-29-20 issued on March 17, 2020, and all applicable COVID 19 Shelter in Place Orders issued by the Sonoma County Health Officer, the recruiting process including interviews, testing, etc. will be held via teleconference or online, if possible, unless changes occur in the state and/or county health order.

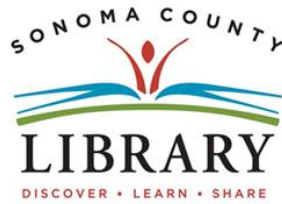
REQUEST FOR ACCOMMODATION: Sonoma County Library will make reasonable accommodations in the recruitment process to accommodate applicants with disabilities. If you are invited to participate in an examination or interview and have a disability for which you require an accommodation, please contact the Human Resources Department at (707) 545-0831 extension 1591 as



soon as possible to make arrangements for your accommodation. Requesting accommodations at least 3 working/business days before the scheduled event will help to ensure availability. For further information regarding disability accommodations provided by the Library and related matters, see the Library's website at <https://sonomalibrary.org/accessibility>.

Current Sonoma County Library Employees: Please review the MOU, amended Article 10.5 regarding Part-time Employee Benefits to see how changing your status from full-time to part-time as a result of accepting a part-time position will impact your benefit premium costs for health, dental, and vision plans.

Sonoma County Library values diversity, empowerment, community, unity, kindness, connection, and equity. We are committed to diversity and inclusion in the recruiting and hiring of staff.



Est. MAY 2019
FLSA: NON-EXEMPT

MARKETING SPECIALIST

Represented

DEFINITION

Under direction of the Community Relations Manager, incumbent will assist in expanding the Library's social media presence; assist in executing email marketing plan to increase library card registration; promote and measure event attendance; report on effectiveness of campaigns. Develop and grow relationships with branch staff to coordinate uniform social media marketing and outreach message. Perform related special projects as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision; may provide assistance to support staff, contractors, and/or volunteers, but does not supervise.

CLASS CHARACTERISTICS

This is the journey-level support and customer service class in the clerical series, assigned responsibility for the full range of customer service and support activities. Incumbents work limited direction within identified parameters and resolve problems of diverse scope where analysis requires evaluation of identifiable factors. Performance expectations include the application of broad job knowledge in performance of the full range of responsibilities within the classification. Incumbents may provide general administrative and clerical support as needed.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Utilizes social media channels to provide updates of Library news and activities, monitors responses, and adapts strategies when appropriate.
- Develops media contact database and maintains positive relationships.
- Assists in creating and editing copy for marketing materials across multiple disciplines, including - but not limited to - collateral, websites, email, and direct mail pieces.
- Conducts research and survey efforts; develop and uses performance metrics.
- Assists event, branch, and administrative staff to increase effectiveness of outreach efforts.
- Collaborates with departments and committees within the Library, including Marketing Team, to execute strategic plan and other organizational efforts.
- May provide assistance with distribution of marketing materials, and related post-production tasks.
- Other duties as assigned.

COMPETENCIES

Knowledge of:

- Social media platforms including – but not limited to - Facebook, Twitter, Instagram, YouTube, and email notification software.
- Computer applications related to the position including Microsoft Office suite and other related software.
- Organizational policies.
- Community demographics.
- Record keeping principles and procedures.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for providing a high level of customer service.
- Basic mathematics, including percentages and simple statistical calculations.

Ability to:

- Develop surveys and disseminate to the public using various media.
- Analyze data and summarize results using charts and graphs.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Establish and maintain a variety of filing, record keeping, and tracking systems.
- Use tact and diplomacy when in stressful and sensitive situations.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain cooperative relationships with supervisors, fellow employees and the public.
- Understand standard office methods and procedures.
- Maintain sensitivity while working with diverse groups.

QUALIFICATIONS

Education and Experience:

Associate's degree in Marketing, Business Administration, Communications, Journalism, Public Relations or related field or equivalent; and a minimum of two years of experience in marketing and/or customer service, with a focus in social media and analytics.

Bilingual in English and Spanish is highly desirable.

Licenses and Certifications:

Must possess and maintain a valid California Class C Driver License.

PHYSICAL DEMANDS

Must possess ability to use standard office equipment, including a computer; vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone. May be required to sit or stand for long periods, depending on assignment. Finger dexterity is needed to access, enter, and retrieve materials and data using a computer keyboard, smartphone, and calculator and to operate standard office equipment. Positions in this

classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information. Positions in this classification occasionally lift and carry reports, records, and materials that weigh up to twenty-five (25) pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures, and/or while presenting information in group settings.

WORKING CONDITIONS

This classification primarily works indoors in a standard office environment, with possible outdoor exposure during outreach events. May be required to work flexible schedules including evenings and weekends.