

Job Description
Rochester Hills Public Library Marketing Assistant

Position: Marketing Assistant, up to 20 hours per week, including evening and weekend hours

Department: Communications

Salary: \$23/hour (placement may be higher depending on qualifications)

Benefits: Flexible work environment, professional development workshops, and training.

Optional benefits: deferred compensation plan, flexible medical reimbursement plan, and/or dependent care.

Important Dates

Deadline for applications: Monday, February 24, 2025

Starting date: As soon as possible

Job Description

This person is detail-oriented, familiar with print and digital design concepts, experienced in social media practices, and enjoys working in a collaborative team environment. The Marketing Assistant will successfully translate engaging marketing and promotions that present the library's mission, programs, major events, and announcements to social media. This person will report to the Head of Communications and Engagement.

Primary Job Duties:

- Design, implement, and schedule social media content under the direction of the Marketing Coordinator and Head of Communications and Engagement.
- Create digital promotional materials from templates for library screens, digital and print communications, and social media channels for library programs, services, and Friends of RHPL.
- Assist Marketing Coordinator in regular and special projects including a printed newsletter, reports, publications, and other promotions.
- Proofread and ensure content and designs are post-ready and appropriate for the implied audience.
- Follow all branding for special and routine projects.
- Continuously enhances skills through new technologies and tools to bring creative excellence to marketing initiatives.
- Perform administrative tasks and other duties as required.

Qualifications:

- Bachelor's degree or coursework in Graphic/Fine Art Design, Marketing, Digital Design, or a related field.
- Experience with basic design principles and concepts.



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- Experience in Adobe products, InDesign, Photoshop, and Illustrator preferred.
- Ability to use Canva and Google Suite of productivity tools.
- Experience with Windows-based computers and software applications.
- Excellent communication skills, written and verbal, including telephone skills.
- Ability to handle projects with specific direction under tight deadlines.
- Ability to work independently, assume responsibility, and manage multiple projects at the same time.
- Dependable and flexible work habits.

Requirements of the role

- Physical:
 - Seeing; keyboarding; using the telephone; lifting, pushing, pulling, or carrying objects weighing up to 50 pounds; walking; bending; stooping; crouching; reaching.
 - Standing or sitting for varying periods of time.
 - Writing or typing to complete work-related documents.
- Mental:
 - Is accurate.
 - Able to maintain confidentiality of library records and administrative matters.
 - Good time management: is prompt, flexible, works under short time constraints, and meets deadlines.
 - Able to interact and work effectively with customers, supervisors, co-workers, and volunteers.
 - Able to retain concentration and poise despite numerous interruptions.
- Environmental:
 - Normal interior environment.
- Travel:
 - <5% (attendance at library workshops).

Application: Please fill out an employment application at <http://www.rhpl.org/employment> and attach a cover letter, resume, and portfolio of work. If you have questions about the position, please direct them to Betsy Raczkowski (betsy.raczkowski@rhpl.org).

The Rochester Hills Public Library is an Equal Opportunity Employer.