JOB ANNOUNCEMENT

MARKETING SPECIALIST, CONTENT CREATOR
MEDFORD- 40 HOURS
FULL-TIME/NON-EXEMPT
$19.21 TO $24.07 PER HOUR
$39,966 TO $50,057 PER YEAR
CLOSES JUNE 1, 2021 – OPEN UNTIL FILLED

ABOUT JCLS

With more than 200 days of sunshine each year, Jackson County, Oregon is located midway between Portland and San Francisco. The region boasts beautiful valleys and mountain lakes, wineries, wild rivers, easy access to the Redwoods and coast, and cultural entertainment to rival big cities.

Jackson County Library Services (JCLS) serves the 220,000 residents of Jackson County with 15 branch libraries. The mission of the Jackson County Library District is to connect everyone to information, ideas, and each other. We provide a wide range of children’s, teen, and adult physical and electronic resources and collections as well as outreach services, including booktalks for elementary and middle school students, services for homebound patrons, and outreach to childcare centers. Our ever-changing calendar of programs and events is diverse, including musical performances, lectures, art exhibits, classes, book groups, storytimes, and more.

THE POSITION

The Marketing Specialist produces web, media and marketing materials to execute public communications plans for the library including writing and editing materials to inform customers, employees, and the general public about library services, procedures and programs. This role is also assigned the responsibility to manage and present printed, graphic, audio, and electronic and social media; and to provide web page content.

DUTIES AND RESPONSIBILITIES

CONTENT CREATOR

• Creates graphics and video content for a variety of uses: website, landing pages, email, presentations, advertising campaigns, and social media.
• Selects and edits stills, footage, music, and graphics for video creation.
• Retouches, corrects, and color-grades video and photo content.
• Stays up to date on a variety of design software, and current with trends in color and visual aesthetics.
• Creates engaging content for a diverse array of media, including smartphones, tablets, the web and television.
• Assists in selecting appropriate audio and visual styles for the project.
• Encodes, converts and edits videos.
• Adds effects/elements to enhance motion graphics.
• Attends/oversees video shoots and assists in art direction.
• Photographs program events, processes, stages, and archives photos.

GENERAL
• Gathers, edits, writes, and coordinates web content, marketing materials, or printed department newsletters, publications, procedures and training manuals, etc.
• Ensures policy updates are accurate and timely for both internal and external web pages.
• Coordinates distribution of materials, information, etc. to employees and community partners.
• Coordinates public relations/marketing projects and activities; maintains department-wide calendar of events; coordinates timely distribution and communications of events with the media; maintains distribution lists for program communications and web functions.
• Assists and/or drafts press releases.
• Assesses project or communications plans and adapt/update plans according to feedback or evaluative data.
• Consults with clients to ensure materials convey the intended message and tone, and that quantity, quality, and cost are within guidelines.
• Monitors and records related media from external and internal sources.
• Assists the Marketing Coordinator with responding to or researching media information requests.
• Writes and places advertisements/marketing materials in local publications utilizing standard graphics packages, desktop publishing tools, etc.
• Helps organize major events, produces displays for trade shows, conventions and community events.
• Regular attendance.
• Perform related duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES
• Excellent communication skills, both written and oral; ability to influence and engage a wide audience.
• Excellent knowledge of social media platforms including YouTube, Instagram, Twitter, and Facebook.
• Ability to synthesize and present concepts for a general audience using multiple forms of media (video, animation, stills, graphics).
• Principles and practices of public relations.
• Principles and practices of marketing and advertising.
• Methods and techniques of utilizing broadcast and print media.
• Methods and techniques of developing informational and educational materials.
• Flexible and adaptable style to impact strategic communications for the Library
• Ability to make decisions and delegate.
• Highly developed document formatting and proofreading skills.
• Prioritize and effectively maintain multiple projects simultaneously.
• Troubleshoot and resolve problems effectively and timely.
• Ability to construct, articulate, and implement strategic development plan and marketing plan.
• Proficient in Microsoft Office (including Excel, Word, PowerPoint, and Outlook).
• Familiarity with NLE Software (Adobe Premiere, Adobe Creative Suite, Final Cut Pro, etc.).
• Proficient with graphic design skills and applicable software.
• Strong organizational and time management skills with exceptional attention to detail.

QUALIFICATIONS
MINIMUM QUALIFICATIONS
1. Associate’s degree from a regionally accredited institution in marketing, communications, computer science, computer engineering, graphic design, web design, journalism or a related field.
2. Two years of experience in one or more of the following areas; public information, public relations, marketing or publication development.
3. OR six total years of related experience.

DESIRED QUALIFICATIONS
1. Bachelor’s degree from a regionally accredited institution in marketing, communications, computer science, computer engineering, graphic design, web design, journalism or a related field.

SPECIAL REQUIREMENTS/LICENSES
- Criminal background check required.
- Must be able to travel to other locations to perform work, and/or attend work-related meetings, workshops or conferences.

WORKING CONDITIONS
While performing the duties of this position, the employee is continuously required to communicate by talking and listening, use of fingers and hands, repetitive motion and sitting. Frequently required to stand, walk, reach, sit and feel. Occasionally bend, stoop, grasp and rarely to feel, kneel or crawl. The position requires mobility, including the ability to move materials weighing up to 5 pounds on a regular basis such as files, books, office equipment, etc., may infrequently require moving materials weighing up to 20 pounds.

Manual dexterity and coordination are required over [75%] of the work period while operating equipment such as computer keyboard and standard office equipment.

Travel to other district locations and/or to workshops/professional meetings/conferences.

This level has a work environment that is well protected, with virtually no hazards or obstacles. There is very little element of personal risk or hazard. Job conditions are stable, usually well managed, and very comfortable. Conditions may consist of the following:
- Reading for comprehension and direction (policies & procedures)
- Speaking to share and respond
- Presenting to a wide range of ages and audiences to inspire lifelong learning
- Considerable cognitive process to make effective decisions for non-routine work
- Various equipment includes computers with a keyboard and mouse, telephone, and other electronic devices to share documents, information and discussion
- Deadlines and changing priorities with multiple demands on time

SALARY
This position is placed at range I on the JCLS salary schedule, and has a starting salary range of $39,966 to $42,457 per year or $19.21 to $20.41 per hour. The full salary range is $39,966 to $50,057 per year or $19.21 to $24.07 per hour. Placement on the salary schedule is based upon education and experience.

BENEFITS
JCLS offers a competitive benefits package including 401(a), medical, dental and vision coverage to employees and qualified dependents. Life insurance, long-term disability and supplemental additions are included. In addition, JCLS provides vacation, sick leave and 11 paid holidays.

SELECTION PROCESS
After the preliminary screening, selected candidates will be invited for an initial interview. Videoconference interviews (in lieu of an in-person initial interview) will be offered. Candidates to be interviewed will be selected from applicants who most closely meet the minimum and desired qualifications. Meeting the minimum qualifications does not guarantee an interview.

JCLS reserves the right to re-advertise the position or to delay indefinitely filling of the position if it is deemed that applicants for the position do not constitute an adequate applicant pool or if funding is not available.

CONDITIONS OF EMPLOYMENT
Employees must satisfy all of the pre-employment requirements prior to appointment that include, but are not limited to; verification of their legal right to work in the United States, and a background check.

ACCOMMODATIONS
Applicants requiring reasonable accommodations in completing the application or the interview process must notify the Human Resources Department in advance.

EQUAL OPPORTUNITY EMPLOYER
JCLS provides equal employment opportunities to all employees and applicants for employment, and prohibits discrimination and harassment, of any type, without regard to race, color, religion, age, sex, national origin, marital status, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, transfer, leaves of absence, compensation, and training.

The organization employs affirmative personnel measures to ensure the achievement of equal employment opportunities in all aspects of employment, and the work environment. These policies of nondiscrimination will prevail throughout every aspect of the employment relationship, including recruitment, selection, compensation, promotion, transfer, layoff, termination, training, and conflict resolution.

APPLICATION PROCESS
In order to be considered for this position, applicants must submit a JCLS Application, Cover Letter and Resume. The JCLS Application can be found at https://jacksoncountylibrarydistrict.org/index.php/jcld-employment These items must be turned in to the Human Resources Department no later than June 1, 2021 at MIDNIGHT PST.

Materials can be submitted by emailing to bfgerty@jcls.org. Only candidates with complete materials and who meet the minimum qualifications of the position will be considered.