

JOB DESCRIPTION – LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT (LVCCLD)

JOB TITLE: Marketing Specialist

EXEMPTION STATUS: Exempt

PAY GRADE: 120

JOB CATEGORY: Administrative Support Workers

BARGAINING UNIT: Non-Supervisor

GENERAL SUMMARY:

The Marketing Specialist is a full-time position that requires a responsible, detail-oriented individual with excellent writing skills in all formats, who will perform a variety of duties for the Branding & Marketing Department (BAM), which functions as an in-house agency for the Las Vegas-Clark County Library District. The ideal candidate is a personable individual who is an experienced communicator with a sharp eye, an innate understanding of the digital world, exceptional task management and problem-solving skills, able to track projects from start to finish and keep deadlines on time.

ESSENTIAL DUTIES & RESPONSIBILITIES:

Essential and marginal functions and responsibilities may include, but are not limited to the following as a direct report to the BAM Director:

1. Excellent writing and proofreading skills and edits graphic materials and other documents for readability, grammar, spelling, punctuation, and formatting.
2. Demonstrates stellar writing, editing, and proofreading skills, which produce accurate, creative, and compelling copy for speeches, award submissions, newsletters, talking points for media interviews, brochures, membership applications, video scripts, public service announcements, and other formats as assigned. Works with BAM Director to plan, write and coordinate content for Library District publications. Experienced at writing for digital communication tools such as websites, blogs, and social media platforms.
3. Project management experience handling the myriad details of traffic flow within the BAM Department including print jobs, special promotions and projects, and events that are developed through District programs, partnerships and campaigns.
4. Monitors BAM work activities to assist in meeting established deadlines and excels at the attention to detail inherent to this process.
5. Represents the BAM Department to Library District customers, staff, and management, outside agencies, partners, and vendors, always maintaining a positive, helpful, and flexible attitude. Responds to inquiries and complaints in a courteous and timely manner.

6. Promotes and supports the District's commitment to excellent customer service by demonstrating courteous and cooperative behavior when interacting with the public and staff and promotes a harmonious and effective workplace environment.
7. Self-motivated and able gather the details and materials needed for a project, conducts follow-up to keep the process on track, and communicates with Department supervisors to raise an alert if a deadline is in danger of being missed or a project is not coming together as planned.
8. Works with BAM Director to track and maintain the BAM Department budget in adherence with Library District Policies & Procedures; processes P.O.s & payments; works with Director to plan FY budgets.
9. Prepares graphics materials for distribution to the appropriate Library District departments and branches with the occasional use of a warehouse dolly for bulky or heavier items.
10. Performs some administrative duties for the BAM Department such as ordering and maintaining the inventory supply, scheduling equipment repair, compiling statistics and reports, maintaining digital and print files (as needed) and other activities to assist the Director.
11. Maintains a high degree of confidentiality regarding District information.
12. Performs related duties and responsibilities as required.

CORE COMPETENCIES:

- Organization, prioritization, and problem-solving.
- Communicating effectively orally and in writing with a high level of attention to detail.
- Working under tight deadlines with a variety of personalities; solving problems in a calm and efficient manner; juggling a fast-paced environment, and building trust among library staff (our clients).
- Writing and editing creative, error-free copy.
- Accepts change and maintains flexibility.
- Reading, analyzing, and interpreting documents, such as policy and procedure manuals.
- Working both independently and as part of a team in a fast-paced, high-pressure environment.
- Maintaining complex clerical records.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:

- **EDUCATION:** Bachelor's Degree in Marketing, Communications, Journalism, English or a closely related field required.
- **EXPERIENCE:** Minimum six (6) years of experience performing writing and organizational duties at an agency or in-house marketing department for a large firm.

- **LICENSE AND CERTIFICATION:** None

- **PHYSICAL REQUIREMENTS:** Essential and marginal functions may require maintaining a physical condition necessary for standing and walking, frequent light lifting (5 - 10 pounds); occasional moderate lifting (11 - 20 pounds); bending, stooping, reaching, and pushing; minimal dexterity in the use of fingers, limbs, or body in the operation of office equipment; utilizing a keyboard, and sitting, or standing for extended periods of time. Tasks require visual perception, auditory perception, and oral communications ability. Tasks are performed with infrequent exposure to adverse environmental conditions.

DEVELOPED: July 27, 2021