



Marketing/Media Buyer Consultant

Position is Grant funded, may last up to 7 months and is expected to commence mid/late January.

Description:

- Project based marketing/ advertising position to support a WNY library collaborative (Buffalo & Erie County Public Library System, Western New York Library Resources Council, Chautauqua-Cattaraugus Library System and Niagara, Orleans, Genesee Library System) for Census 2020;
- Works as an independent consultant to provide effective marketing and advertising expertise;
- Recommends specific marketing approaches and advertising buys based on given budget to achieve market reach;
- Creates and executes advertising campaign to include traditional and social media buys for three separate WNY markets. Uses existing branding guidelines;
- Negotiates media buys based on timeline. Prepares billing;
- Works with project leaders to maintain budget within the guidelines of Grant;
- Works closely with leadership to analyze progress and measure benchmarks;
- Expected to attend project meetings as assigned.

Skills and Qualifications:

- Minimum Bachelor's Degree in Marketing, Business, Communications or a related field with 5 years practical and related experience in media campaign planning, buying and placement;
- Excellent writer, communicator and speaker with strong attention to detail and planning;
- Must be a motivated self-starter, multi-tasker, innovative and creative person;
- Must be computer savvy in Microsoft Office products.

Consultant will be hired on a *Personal Services Contract* with the Buffalo & Erie County Public Library for up to 300 hours at \$30/hr. including expenses.

Please submit a cover letter, resume and 3 references by January 8, 2020 to:

**Sheryl Knab, Executive Director
Western New York Library Resources Council
Airport Commerce Park East
4950 Genesee St. Ste: 170
Cheektowaga, NY 14225**