NOTICE OF JOB VACANCY

Location: Central Library, Development & Communications Department
Position Title: Library Marketing Manager
Job Group/Salary: Managerial-Confidential, $65,000
Appt Type: Provisional
Posting Date: April 17, 2024

MINIMUM QUALIFICATIONS:
A) Bachelor’s Degree in marketing, communications, public relations, or related field and ten (10) years of experience in marketing, public relations, or related field; or
B) Master’s Degree in marketing, communications, public relations, or related field and five (5) years of experience in marketing, public relations, or related field; or
C) An equivalent combination of training and experience as set by the limits of (A) and (B).

NOTE: Verifiable part time and/or volunteer experience will be pro-rated toward meeting full time experience requirements.

SAMPLE DUTIES (illustrative only):
- Develop, implement and evaluate marketing plan and strategies to promote and market the services and offerings of the B&ECPL;
- Coordinate all aspects of external marketing for the libraries located in the City of Buffalo;
- Establish and manage the marketing budget;
- Direct social media, print advertisements, radio, and other promotional pieces;
- Work with libraries system-wide to convey a coordinated message and raise the level of community awareness and perception of libraries and library services;
- Create and implement policies relating to system-wide marketing and advocacy;
- Develop methods for monitoring, tracking, and analyzing metrics and key performance indicators; survey patron satisfaction;
- Represent the library in community initiatives;
- Support and perform other duties as assigned by the Assistant Deputy Director, Development & Communications.

SPECIFIC REQUIREMENTS:
Thorough knowledge of marketing principles, practices and techniques; public relations; strategic planning; data and market analysis; editing, copywriting, and publicity strategies. Demonstrated experience and skills working with media and community organizations; effective management and leadership, project management and planning; use of standard Microsoft products (Word, Excel, etc.) and videoconferencing platforms. Strong written and oral communication skills; ability to work effectively with diverse groups of staff, volunteers, trustees, and the general public. Work is onsite with occasional travel within in Erie County. Some evening and weekend work may be necessary.

HOW TO APPLY:
Please submit resume and cover letter by May 8, 2024 to hr@buffalolib.org or to:

Judy Fachko, Assistant Deputy Director, Human Resources
Buffalo & Erie County Public Library
1 Lafayette Square
Buffalo, NY 14203-1887

Please note that candidates must reside in Erie County for at least 30 days at the time of appointment.

* Competitive position – Must have a reachable score on upcoming Civil Service Exam to remain in position.

The Buffalo & Erie County Public Library is an equal opportunity employer and is committed to workplace diversity.