

Craven-Pamlico Regional Library Invites application for the position of:

**Job Title:** Library Assistant II - Marketing

**Department:** CPRL Admin

**Salary:** Beginning at \$15.59 and Up

**Hours:** 19 hours per week

**Reports to:** Regional Director



---

### **Objective:**

CPRL is actively seeking a highly motivated, enthusiastic, and innovative Marketing Coordinator who understands the significant impact libraries can have in the community. The Marketing Coordinator at CPRL plays a vital role in implementing marketing and communication strategies for the library, organizing community events and exhibitions to enhance CPRL's visibility, and ensuring adherence to established policies and practices. This position reports directly to the CPRL Regional Director.

Key responsibilities include creating monthly newsletters, advertising in local newspapers and on radio, and managing the library's website to ensure it operates effectively, remains user-friendly, secure, and accessible, and meets the needs of users. Specific tasks involve implementing security updates, optimizing site performance, managing content, designing layouts, and analyzing website traffic to gain insights that can improve user engagement.

Inquiries about this job posting should be directed to [hr@mycpri.org](mailto:hr@mycpri.org) with the subject heading "Library Assistant II - Marketing".

### **Duties:**

- Coordinates the implementation of CPRL's marketing and public relations strategies to promote the goals, services, and programs of the library.
- Creates promotional materials that appeal to CPRL's diverse community and reaches into underserved areas of Craven and Pamlico County.
- Collects and analyzes data to measure the effectiveness of CPRL's promotional efforts.
- Coordinates and collects data from the #CPRL Connects initiative.
- Coordinates communication with local and national media outlets.
- Performs the duties of library webmaster to maintain an up-to-date library website.
- Other duties as assigned.

### **Skills:**

- Passion for community; to make an impact in the lives of others.
- Ability to lead a team of peers towards completion of a project.
- Able to work efficiently and independently and complete assignments with limited supervision.
- Familiar with web design, content management systems (CMS) and Microsoft office products.
- Demonstrate sound critical thinking skills.

- Able to deal with difficult situations in a calm manner.
- Able to handle multiple tasks at one time.
- Excellent communication, editing and proofreading abilities; Spanish skills a plus.
- Strong organization and planning skills.

**Physical Demands:** Comfortable standing and staying active for several hours.

**Working Conditions:**

- Work in an office setting
- Work flexible hours during the daytime, evening, and weekend hours.
- Able to travel offsite locally in the community.

**Benefits include:**

Position is eligible for the NC Local Governmental Employees' Retirement System.

**Minimum Qualifications:**

EDUCATION and EXPERIENCE

- Associate's degree and at least one year of work experience in marketing of services or programs and/or community engagement
- Website management and development skills
- Good communication skills, including public speaking and writing, editing, and proofreading skills.
- Writing background and library experience a plus

**Must pass background check, drug screening, NC Child Abuse History clearance, and have a clean driving record.**