

**JOB DESCRIPTION**  
**MANITOWOC PUBLIC LIBRARY**

**Title of position:** Marketing Technician

**Date:** April 2017

**Reports to:** Public Services Manager

**FLSA Status:** Non-Exempt

**PURPOSE OF POSITION:**

Assists in the design, production and distribution of promotional materials. Provides general clerical and administrative support. Provides customer service.

**HOURS OF POSITION:**

The number of hours scheduled are determined by the FTE approved for the position. This position may be scheduled to work any hours the Library is open for business (i.e. weekdays, evenings, Saturday and Sunday).

**FUNDAMENTAL JOB DUTIES AND RESPONSIBILITIES:**

**A. Essential Functions:**

1. Creates preliminary design of promotional materials including but not limited to flyers, posters, signs, calendars, brochures, web graphics, logos, banners, digital billboards, etc. Prepares materials for printing and distribution.
2. Responsible for online presence on our website and social media. Assists with news and media releases as required.
3. Assist in programming: planning, marketing, organizing and implementing.
4. Responsible for all public events getting booked on meeting room software.
5. Provides clerical support including maintaining inventory of supplies and equipment. Updates/Creates Library forms for staff use.
6. Maintains building security by enforcing library policies for patrons, utilizing disaster and emergency procedures, responding to material threat detection system and other alters. Alerts supervisor and notifies law enforcement as necessary. Completes incident reports.
7. May be assigned responsibility for certain departmental functions in the absence of the Marketing Associate.
8. Serves as information and referral source for questions and concerns related circulation of materials. Performs functions necessary to check out materials and return materials to circulation. Accurately receives and records receipt of money.
9. Assists patrons in location of materials. Assists patrons with use of catalog, computers and other equipment.
10. Assists in training employees and volunteers in the standard operating procedures of the library. Refers questions or concerns about training accomplishments to the supervisor.

11. Maintain knowledge base by taking advantage of continuing education opportunities, including but not limited to: webinars, conferences, and/or scholarly journals.
12. Other duties as assigned.

### **PHYSICAL DEMANDS OF THE ESSENTIAL FUNCTIONS\***

Talking, hearing and near vision are required about 100% of the time, with standing and sitting required about 25% of the time and walking required about 50% of the time. Medium levels of fingering are required about 50% of the time, and low levels of lifting and carrying are required about 25% of the time. Medium levels of pushing/pulling, low levels of fingering, stooping, bending/twisting and reaching are required in unusual or nonroutine circumstances.

\*For additional information on physical demands, refer to position inventory.

### **WORKING CONDITIONS WHILE PERFORMING ESSENTIAL FUNCTIONS:**

Over 75% of the time is spent indoors, with protection from weather conditions.

### **EQUIPMENT USED TO PERFORM ESSENTIAL FUNCTIONS:**

Personal computer, laser printer, digital copier, document binding machine, collator, postage and meter machine, fax machine, calculator, typewriter, telephone, paper folding machine, laptop computer, scanner, digital camera, opaque projector, stapler, paper cutter, paper shredder, automobile.

A variety of computer software programs are also utilized.

### **QUALIFICATIONS NEEDED:**

An associate degree in graphic design or related field is preferred. A minimum of one year of previous work experience producing promotional materials is preferred. A valid driver's license is also required.

Proven skill and ability in the layout and production of graphic design, and proven skill in utilizing desktop publishing hardware and software is required. The ability to learn and effectively utilize the Library's automation programs and the ability to learn new applications is also required.

Business skills, including the ability to effectively multi-task and prioritize workload, work independently and maintain strict confidentiality are required. Proven ability in utilizing office technology, the ability to effectively use e-mail, data management software packages, and Microsoft Office is required. The ability to communicate effectively in both oral and written format, work as part of a team and a willingness to learn and apply departmental graphic standards is also required. The ability to maintain composure and exercise good judgment is also required. The ability to provide effective customer service to populations of varied needs and abilities and the ability to work effectively with a culturally diverse population is also required.

The Manitowoc Public Library reserves the right to consider candidates whose education and work experience provides comparable knowledge, skills and abilities.

This position description has been prepared to assist in defining job responsibilities, physical demands, working conditions and skills needed. It is not intended as a complete list of job duties, responsibilities and/or essential functions. This description is not intended to limit or modify the right of any supervisor to assign, direct and control the work of employees under supervision. The Manitowoc Public Library retains and reserves any or all rights to change, modify, amend, add to or delete from any section of this document as it deems, in its judgment, to be proper.

Board Approved November 22, 2010