

The Upper Saddle River Library is seeking a part time Graphics & Publicity Coordinator.

The Graphics & Publicity Coordinator utilizes marketing and social media products to plan, create and implement internal and external signage, publicity, and communications to increase public awareness of the Library's programs and services. The Graphics & Publicity Coordinator works closely with the Children's Librarian, the Young Adult & Community Outreach Librarian, the Adult Services Librarian, the Adult Programming Coordinator, and the Webmaster. The Graphics & Publicity Coordinator reports directly to the Library Director.

Responsibilities:

- Works with the Children's Librarian, the Young Adult & Community Outreach Librarian, the Adult Services Librarian, and the Adult Programming Coordinator to collect information about upcoming programs and events to be used in marketing and social media communications.
- Works with the Webmaster to keep the Library's website up to date with current programs and services.
- Develops and creates internal directional and informational signage and materials for ease of library navigation and usage by patrons and staff.
- Develops and creates marketing and social media materials about Library offerings, services, and programming; including recurring newsletter, flyers, bookmarks, press releases, social media posts, etc.
- Participates in the development and promotion of the Library's brand identity; maintains the Library's brand across all marketing and social media platforms.
- Proofreads and edits library promotional materials and communications as needed.
- Maintains a positive working relationship with local postal service and news outlets.
- Executes other tasks as requested by the Friends of the Library, with the approval of the Library Director.
- Executes other tasks assigned by the Library Director as required.

Qualifications & Skills:

- Bachelor's degree in Public Relations, Marketing, Graphic Design, or a related field
- Working Knowledge of advertising, graphic design, print production and related areas
- Knowledge of marketing tools, trends, resources, and techniques
- Knowledge of relevant technologies
- Knowledge of current library trends and developments
- Ability to effectively communicate ideas and information both in written and oral form
- Ability to understand and follow oral and written instructions
- Ability to work harmoniously with co-workers and as part of a team
- Ability to work independently, manage numerous diverse tasks, and remain organized
- Time management skills to set priorities in order to meet assignment deadlines
- A high level of emotional intelligence
- Mature judgment and initiative
- Compliance with NJ First Residency requirements

Hours:

- Monday – Friday 10:00AM to 3:00PM (25 hours per week)

Compensation:

- \$22.00 / hour

To Apply:

- Please send a resume and cover letter to director@uppersaddleriver.bccls.org. Please note that only candidates of interest will be contacted.