



# POSITION DESCRIPTION

We believe that each employee makes a significant contribution not limited by the assigned responsibilities. Therefore, this position description is designed to outline primary duties, qualifications, and job scope, but not limit the employee nor the organization to just the work identified. It is our expectation that each employee will offer his or her services wherever and whenever necessary to ensure the success of the services we provide to our patrons.

**Job Title:** Marketing Assistant  
**Location:** Marketing and Development  
**Reports To:** Marketing and Development Manager  
**Last Revision Date:** 09/2018

## PURPOSE

The Marketing Assistant actively supports the Library’s mission and objectives through performing tasks and functions within assigned areas of responsibility.

## NATURE & SCOPE

This position’s primary responsibilities are broad in nature and scope. Tasks are performed within defined departmental procedures and routinely require attention to detail and time sensitivity. Works under the direction of the Marketing and Development Manager who assigns goals and objectives and reviews work through analysis of work accomplished and periodic conferences.

## QUALIFICATION GUIDELINES

Education	Experience
<b>Essential</b>	
High school diploma or GED.	Experience with coordinating special events. Demonstrated proficiency with Desktop Publishing Software. Demonstrated knowledge of English grammar, spelling and punctuation.
<b>Preferred</b>	
	Experience in the field of public/community relations.
<b>Ability to:</b>	

Effectively perform the major duties and responsibilities of the position.

- Establish, maintain, and foster positive, harmonious, and effective working relationships.
- Interact and communicate effectively both orally and in writing.
- Handle multiple projects and prioritize work.
- Maintain a regular and reliable level of attendance.
- Work a flexible schedule, which includes some weekends and evenings.
- Effectively perform the major duties and responsibilities of the position.

*Reasonable accommodations may be made to enable qualified individuals with disabilities to perform essential functions (primary accountabilities) of this job. This job description is not, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.*



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### PRIMARY ACCOUNTABILITIES

- Provides desk top publishing support by creating, printing and distributing various promotional materials, flyers, posters, etc. for system wide and branch specific services, programs and events.
- Provides clerical support to Marketing and Development Manager including scheduling, correspondence and filing.
- Coordinates room scheduling at the Main Library.
- Coordinates various tasks related to the West Virginia Book Festival including author/program/vendor/committee correspondence.
- Assists Marketing and Development Manager with special event coordination
- Maintains all departmental databases.
- Copies, laminates, and distributes various materials.
- Assists with mailings, and system wide projects, etc.
- Maintains community bulletin boards, brochure racks, and elevator displays.
- Handles purchase requisitions, ordering, office supplies, maintains printer and other computer equipment, etc.
- Additional responsibilities include serving as backup to the Marketing Department.
- Carries out any other duties within the scope, spirit, and purpose of the job.

### ESSENTIAL ABILITIES

- ◇ Sufficient clarity of speech and hearing, with or without reasonable accommodation, which permits effective communication with supervisor, employees, and the public.
- ◇ Sufficient vision, with or without reasonable accommodation, which permits review of a wide variety of materials, correspondence, and reports in both electronic and paper form.
- ◇ Sufficient manual dexterity, with or without reasonable accommodation, which permits the employee to operate a telephone or keyboard.
- ◇ Sufficient personal mobility, with or without reasonable accommodation, which permits the employee to perform essential functions of the position.
- ◇ Ability to learn and carry out the primary accountabilities of the assigned position.
- ◇ Ability to communicate effectively in writing and orally on job progress and responsibilities.
- ◇ Ability to interpret or work from oral or written instructions.
- ◇ Ability to lift, move or carry objects up to 10 pounds regularly, 20 pounds occasionally.

All positions at the KCPL require a criminal background check.

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