

## Job Posting

Position Title: Library Associate, full-time, Marketing

Date posted: November 16, 2021

### Description

The Library's Marketing Department is looking for a creative, energetic individual who possesses superb graphic design skills, a penchant for accuracy, strong interpersonal capabilities, and the ability to provide excellent customer service in a face-to-face setting.

The person hired for this position will create the majority of the library's promotional materials, signage, and displays. They will be expected to proofread and edit their work, and may occasionally work directly with the public to represent the library as a vendor at fairs, expos, farmers' markets, etc. The right person for this job will be able to effectively communicate with customers and staff (in person, over the phone, and via email); will be able to simultaneously juggle many projects; and will be capable of tracking and meeting deadlines. Apply for this position if you are energetic, talented in design, willing to work diligently, and love the idea of promoting Bloomington Public Library because you respect what libraries do as institutions for the communities they serve.

### Duties

- Create reading logs for reading programs
- Create digital and paper publicity to promote individual programs
- Construct displays and create signage throughout the library
- Pen press releases and edit submitted programming information
- Occasionally staff library booths in public settings such as health fairs, senior expos, farmers' markets, etc.
- Utilize the library's computer system and email

### Skills:

- Must have expertise using InDesign, Photoshop, and Microsoft Office Suite on a PC
- Strong verbal and written communication, active listening, organization, planning, and interpersonal skills
- Experience editing, experience writing press releases, familiarity with Adobe Illustrator software, and a working knowledge of professional print guidelines are preferred
- Must be detail-oriented, creative, and demonstrate a high level of accuracy in work
- This job requires an aptitude and willingness to adapt to technological changes, the ability to work a flexible schedule when necessary, and a desire to promote the library to the public via face-to-face interaction, print materials, displays, and social media

**Hours:** 38 per week, to include mornings, afternoons, rare evenings, and rare weekends. The hours of this position may be temporarily altered as departmental needs change.

**Education:** Position requires a Bachelor's degree in graphic design, journalism, communications, or a related field (December 2021 graduates are encouraged to apply); or a minimum of five years of experience in working in Marketing with a focus on graphic design.

**Salary:** \$21.48 per hour; plus excellent benefits package

**Closing:** December 5, 2021

**To Apply:** Complete job application and submit with a resume, unofficial transcript, three professional references, and a physical design portfolio of 7-10 items to:

Gayle Tucker, HR Manager  
Bloomington Public Library  
205 E. Olive St.  
Bloomington, IL 61701

or [hr@bloomingtonlibrary.org](mailto:hr@bloomingtonlibrary.org)

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