

## **CAREER OPPORTUNITIES**

At the  
McHenry Public Library District

### **Marketing Coordinator (Part-Time - 25 hours/week)**

The McHenry Public Library District is seeking a forward-thinking, creative, and detail-oriented marketing professional to join our Administrative Team. The ideal candidate for this position will support our Library's mission by developing and implementing strategic marketing and communication activities using various print and digital formats in both English and Spanish. The responsibilities of the position include: setting goals and objectives for the suite of print and digital communication resources to convey the vision, voice, and presence of the Library under its strategic plan. This will be achieved through priority setting, the ability to exercise initiative, the ability to make independent decisions while managing their time and responsibilities. The required skills for this position are superior writing and editing, excellent interpersonal skills, the ability to communicate ideas clearly, high attention to detail, and the ability to see the big picture. They will be working closely with our graphic designer to develop the Library's communications in print and digital formats while establishing guidelines for and ensuring consistency in voice and look. They will also connect and communicate with local organizations and understand current trends through evaluating market research, statistical, and other reports to support the Library. Day shift hours Monday-Friday with the possibility of evening and weekend hours during events.

Qualifications include:

- Has fluent ability to read, write and speak/converse in English and Spanish.
- High level of proficiency in print and digital communications development and delivery, including social media platforms, email marketing, web content (including knowledge of HTML and CSS), and thorough knowledge of graphic design, typography, and print production.
- Exceptional technology skills, including Microsoft Windows and Office applications, Google Suite applications, and adapting and learning customized software and changing technology with minimal instruction.
- Excellent writing and editing skills, with the ability to see the big picture while paying close attention to detail.

- Ability to work independently, set priorities, conceptualize projects, and manage multiple projects and deadlines simultaneously.
- Ability to work effectively with the public and staff, and speak effectively in public.
- Ability to communicate sensitive issues affecting the Library's image and place in the community to the public.
- Experience dealing with the media and building relationships with community organizations.
- Previous library experience is a plus.

Salary and benefits:

- The salary range for this position is approx. \$20.11-\$25.13/hour.
- Includes IMRF (Pension Plan) and PTO benefits.

If interested, please submit a resume to [jobs@mchenrylibrary.org](mailto:jobs@mchenrylibrary.org) for consideration.