

**CAROLINE COUNTY PUBLIC LIBRARY JOB DESCRIPTION**  
**LIBRARY ASSOCIATE I/II – FULL TIME**

**GRADE:** 4/5

**POSITION TITLE:** Library Associate I/II—Marketing Specialist

**FAIR LABOR STANDARDS ACT STATUS:** Non-exempt

**REPORTS TO:** Circulation and Reference Manager

**HOURS & DAYS OF DUTY:** Full time, 37.5 hours per week. Regular schedule includes evening, daytime and rotating Saturday schedule.

**PRINCIPLE PURPOSE OF JOB:** To courteously, professionally and efficiently provide helpful, accurate service to customers, staff and community partners.

**JOB STANDARDS:**

- Promotes and maintains the library's Mission.
- Demonstrates knowledge of established library policies and procedures and the ability to enforce them, referring unusual situations to supervisor or administration.
- Maintains confidentiality according to library policy.
- Regularly and punctually reports to assigned location.
- Demonstrates neatness, accuracy, thoroughness, and general effectiveness of work produced.
- Demonstrates personal responsibility for learning and growth through participating in training programs and workshops in line with agreed upon learning plan.

**ESSENTIAL FUNCTIONS: (70%)**

- Provides frontline customer service at all three (3) CCPL locations.
- Provides detailed reference and referral services.
- Assists with collection maintenance, including shelving, shelf reading and weeding.
- Assists customers with computers and other equipment.
- Educates customers on library technology, resources and services.
- Assists with opening and closing procedures.
- Performs other duties as assigned.

**MARKETING: (30%)**

- Designs, produces and distributes various print and digital promotional materials for library programs, services and resources
- Designs and maintains physical and digital signage for display in library branches.
- Coordinates the library's social media strategy and manages all social media accounts.
- Ensures accuracy of all CCPL printed and digital content.
- Serves as marketing liaison with the Eastern Shore Regional Library and other statewide marketing groups.

- Generates and distributes a monthly event flyer.
- Works with library staff to identify print and digital content in need of update or revision when changes are made to library programs, services or resources.
- Helps develop and oversees implementation of a consistent library brand and style guide.
- Assists in updating and maintaining the library website.
- Ensures all marketing efforts serve to achieve immediate and long-term organizational goals.

**ADDITIONAL FUNCTIONS:**

- May oversee ESRL printing budget.
- May oversee library event scheduling software.
- May collaborate with library partners on programs and marketing.
- May assist in updating the library's marketing plan.

**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**

- Able to work independently.
- Able to function as a lead worker and provide guidance and/or training to other staff members
- Demonstrates strong communication and interpersonal skills.
- Demonstrates strong decision-making and problem-solving skills with emphasis on personal responsibility and willingness to deal with issues at hand.
- Ability to follow directions and complete tasks in a timely fashion.
- Meets all reference competencies.
- Meets core technology competencies.
- Meets core circulation competencies.
- Meets core library equipment/machines competencies.
- Meets core ILL (Marina) competencies.
- Meets core safety/emergency competencies.

**PREFERRED EDUCATION, TRAINING AND EXPERIENCE:**

- Bachelor's degree from an accredited college.
- 1 year marketing experience.

**DESIRABLE ADDITIONAL QUALIFICATIONS:**

- Experience in customer service.
- Library experience.
- Website management experience.
- Experience maintaining organizational social media accounts.

**REQUIRED LICENSES AND CERTIFICATES:**

- Within two years of appointment, each Public Library Associate shall have successfully completed 90 clock or contact hours of approved in-service training through the Library Associate Training Institute or 9 hours of formal academic work in library science.

- Upon completion of the initial training, each Public Library Associate will successfully complete 6 semester hours or equivalent (approximately 90 clock or contact hours) every five years from an accredited institution or an in-service program in subjects that are relevant to the assignment of a Library Associate.
- Maryland Class "C" driver's license or an equivalent from another state.

**PHYSICAL AND ENVIRONMENTAL CONDITIONS:**

- Requires sitting, standing and walking for extended periods of time.
- Requires reaching, bending, and carrying light to moderate loads up to 20 lbs.
- Requires ability to move about library to help customers.
- Requires ability to operate a keyboard and view a computer monitor.
- Requires ability to communicate using a telephone.
- Requires ability to push/pull rolling book carts.
- Work is conducted in a normal office setting which provides comfortable lighting, temperature and air conditioning.
- Work environment involves everyday risks or discomforts which require normal safety precautions typical of such places as offices or meeting rooms, e.g. use of safe work place practices with office equipment, and/or avoidance of trips and falls, observance of fire regulations and traffic signals.

**NOTE:**

- Certain conditions, e.g. economic constraints or staffing patterns, may necessitate change in job description.
- The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.
- Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.