

EMPLOYMENT ANNOUNCEMENT

Wasatch County Library seeks full-time Library Marketing Specialist (Librarian I). Grade G \$24.63-\$26.53 plus competitive benefits package. This position works 40 hours per week to include scheduled evening and weekend hours as required. Position works under the general supervision of the Library Director or Assistant Library Director, performs publicity and marketing duties to support day-to-day public library services. Position requires equivalent to an Associate's or Bachelor's degree in communications, marketing, graphic design, or a related field. One (1) year of relevant experience in marketing, communications, graphic design, or a related role. Experience working in a library, nonprofit, or public service environment is a plus. Complete job description and Wasatch County Employment Applications are available from the Wasatch County Personnel Office 55 S 500 E, Heber City, Utah or online at www.wasatchcounty.gov/employment. Completed applications with copy of resume and any portfolio detailing samples of your work, i.e., publicity and marketing materials such as social media posts, flyers, event promotions, or other relevant projects. Digital portfolios or links to online samples must be submitted to the Personnel Office at the above address or emailed to: personnel@wasatch.utah.gov by 5:00 PM Friday, June 27, 2025. Wasatch County is an EOE.

WASATCH COUNTY JOB DESCRIPTION

TITLE: Library Marketing Specialist (Librarian I)
GRADE NUMBER: Grade G \$24.63-\$26.53
EFFECTIVE DATE: May, 2025
DEPARTMENT: Library

JOB SUMMARY

The Library Marketing Specialist position within the Wasatch County Library supports the library's mission by creating engaging, high-quality promotional materials and campaigns to inform and inspire the community about library programs, services, and resources. Under the direction of the Library Director or Assistant Director, this position works collaboratively with library staff and the County Communications Director to design and distribute materials tailored to target audiences, ensuring consistency with established branding and style guides.

SUPERVISION RECEIVED

Works under the general supervision of the Library Director or Assistant Library Director.

SUPERVISION EXERCISED

None.

ESSENTIAL FUNCTIONS

Library Services: Provides high quality customer service through timely and accurate information to the public; portrays a friendly and professional public image assisting patrons and staff in all areas of the library; assists the public with basic reference-level transactions; teaches patrons how to use the library's information technology, including hardware, software, digital resources, online catalog, and the internet; assists patrons and staff by troubleshooting computer problems; helps with circulation duties, for example checking materials in and out, issuing library cards, maintaining confidential patron records, assessing fees and fines.

Staffing Supervision: None. May participate in a library hiring committee.

Outreach & Public Relations: Identifies and pursues public relations opportunities to promote goodwill and educate the community regarding library services; identifies library needs of target audiences in the community; develops and implements outreach services. See the "Position Specific Functions" below.

Collection Development: May assist in maintaining the organization and appearance of library collections.

Programming: May assist the Programming Librarians in developing effective library activities and events for specific audiences, such as storytime for toddlers, science lectures for teens, movie nights for families, book groups, holiday celebrations, special events, etc.

Professional Development: Maintains membership in professional associations; attends conferences, workshops, webinars, and courses related to the latest trends in library services, marketing, and publicity.

POSTITION SPECIFIC FUNCTIONS – Library Marketing Specialist will:

- Develop, design, and distribute marketing materials including flyers, brochures, digital graphics, press releases, social media content, newsletters, and signage.
- Coordinate with Programming Librarians the promotion of events, services, and initiatives to diverse community groups.
- Maintain the library's presence on social media platforms by creating and scheduling regular, engaging, and audience-appropriate content.
- Work in partnership with the County Communications Director to ensure alignment with county-wide marketing efforts and adherence to branding standards.
- Use desktop publishing software, graphic design tools, and online content creation platforms to produce visually appealing materials.
- Update and maintain library website content and online calendars as needed.
- Monitor social media analytics and report on campaign effectiveness; adjust strategies as needed.
- Deliver outstanding customer service, representing the library in person, online, and in written communication.
- Participate as an active member of the library team, contributing ideas, supporting coworkers, and participating in library programs and outreach events.

MINIMUM QUALIFICATIONS

1. Education and Experience:

- A. Equivalent to an Associate or Bachelor's Degree in communications, marketing, graphic design, or a related field

AND

- B. One (1) year of relevant experience in marketing, communications, graphic design, or a related role; Experience working in a library, nonprofit, or public service environment is a plus.

OR

- C. An equivalent combination of education and experience.

2. Required Knowledge, Skills, and Abilities:

- Outstanding customer service skills with a friendly and approachable demeanor.
- Ability to work effectively in a team-oriented, collaborative environment.
- Strong knowledge of social media platforms, trends, and strategies for audience engagement.
- Proficiency in graphic design concepts and tools (e.g., Canva, Adobe Creative Suite, or similar).
- Familiarity with desktop publishing software and online design tools.
- Excellent verbal and written communication skills with the ability to craft clear, engaging messages.
- Strong organizational skills and ability to manage multiple projects and deadlines.
- Familiarity with branding and style guides and the ability to consistently apply them across platforms.
- Spanish language skills preferred

3. Special Qualifications:

- Must possess a valid Utah Driver's License.
- Must complete a minimum six (6) month probationary period.
- Must successfully complete a pre-employment drug screening and background check.

4. Work Environment:

The incumbent of the position performs in a typical office setting with appropriate climate controls. Occasional offsite events require work performed for sustained periods outdoors in hot, cold, or inclement weather. Tasks require a variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting and reaching. Occasionally lift, carry, push, pull, or otherwise move objects weighing up to 30 pounds. Using tools and equipment that require a high degree of dexterity. Work for sustained periods of time maintaining concentrated attention to detail.

Accommodation may be made for some of these physical demands for otherwise qualified individuals who require and request such accommodation.

Disclaimer: This description lists the major duties and requirements of the job and is not all-inclusive. Incumbent(s) may be expected to perform job-related duties other than those contained in this document and may be required to have specific job-related knowledge and skills. This job description supersedes earlier versions.