

## **WORCESTER COUNTY LIBRARY – EMPLOYMENT OPPORTUNITY**

We are now accepting applications for full-time, temporary Marketing Assistant. Duration of the position is expected to be 12 – 14 months and will be assigned to the library’s Snow Hill office. Benefits include health insurance and participation in the Maryland State Retirement System. The schedule is typically Monday – Friday and reports to the Adult Services and Public Relations Manager.

Job Title: Marketing Assistant

Minimum pay for this position is County Pay Grade 10: \$13.94/hour. Actual starting pay will depend on qualifications and experience.

This job promotes the Library and its services on all levels to patrons and the community through innovative design concepts; designs various print publications; works with various department heads and managers to produce an effective product for marketing; creates/modifies graphics for a variety of marketing media: bookmarks, flyers, books, social media, and the web; creates/maintains original or existing ideas for marketing and branding library programs and departments; creates print ready marketing materials for outsourced printers; serves as print liaison between Worcester County Library and the Eastern Shore Regional Library; performs other duties as assigned.

### Duties and Responsibilities:

- Creates slides for event promotion on library website and social media accounts;
- Designs Calendar of Events published quarterly;
- Creates and designs flyers for promotion of events and programs;
- Develops promotional materials used in digital signage, presentations, and board reports;
- Performs other duties as assigned.
- Reports To the Adult Program and Public Relations Manager

### Qualifications and Skills:

- Bachelor’s degree in art, graphics design; or equivalent combination of technical training, and related experience
- Thorough knowledge and experience in Adobe Creative Suite CC, including Adobe Photoshop, Adobe Illustrator; working knowledge of Microsoft Publisher and HTML; familiarity with Content Management System (Drupal)
- Thorough knowledge of social media, and design software the established practices and procedures of marketing, public relations and communications;
- Travel within the county is required;
- Above average communications skills;
- Valid Driver’s License;
- Ability to work in a fast paced team environment

### Working Conditions

Physical demands of position include:

- Sitting, standing, walking, climbing, and stooping
- Bending/twisting and reaching
- Talking and hearing; use of the telephone
- Far vision at 20 feet or further; near vision at 20 inches or less
- Lifting and carrying: 50 pounds or less
- Handling: processing, picking up and shelving books and materials
- Fingering: typing, writing, filing, sorting, shelving and processing
- Pushing and pulling: objects weighing 60-80 pounds on wheels
- Mobility: travel to meetings outside library

Mental demands of position include:

- Communication skills: effectively communicate ideas and information both in written and oral form
- Reading ability: effectively read and understand information contained in memoranda, reports and bulletins, etc.

- Ability to comprehend and follow instructions: effectively follow instructions from supervisor, verbally and in written form.
- Time management: follows priorities set by supervisor, communicates if/when adjustments are necessary

To apply, please complete a library application form (available at any branch library and on the library's web site: [www.WorcesterLibrary.org](http://www.WorcesterLibrary.org)), along with a cover letter and resume, if you wish, and send to [employment@worcesteralibrary.org](mailto:employment@worcesteralibrary.org) or mail to

Employment  
Worcester County Library  
307 North Washington Street  
Snow Hill, Maryland 21863

Open until filled.