



Pinedale Library
P.O. Box 489
155 S. Tyler
Pinedale, WY 82471
(307) 367-4114
FAX (307) 367-6722

Big Piney Library
P.O. Box 768
Big Piney, WY 83113
(307) 276-3515
FAX (307) 276-3516
www.sublettecountylibrary.org

Marketing Specialist Job Description, March 2023

The Sublette County Libraries are seeking a part-time Marketing Specialist to serve both the Pinedale and Big Piney Libraries. The Marketing Specialist will collaborate with program staff and partnering agencies to develop digital content and print materials promoting all library programs, resources, and services through website, social media, press releases and statements, and weekly HTML email newsletters. This is a contract position that allows for remote work.

The Marketing Specialist will be responsible for the design and production of original and branded print materials such as posters, flyers, direct mail, brochures, postcards, stickers, newspaper ads, signage, and for digital display advertising such as website, HTML emails, social media graphics and more. Must have familiarity with marketing, production, brand identity, advertising, and multimedia design principles. The Marketing Specialist also works to foster mutually beneficial partnerships with other government agencies, local businesses, and nonprofit organizations to develop print materials and digital content that promote collaborative library and community outreach programs and initiatives.

The Marketing Specialist will ensure all digital content and print communications align to strict standards for consistent tone of voice, brand identity, and copy quality. They will exercise thorough editing and proofreading of all communications, obtaining necessary approvals and will fact-check all written copy, coordinating all messaging with comprehensive editorial content calendars.

Website:

- Draft and structure custom HTML website content in a clear and visually inviting way, enabling visitors to successfully interact with content and respond to calls to action.
- HTML, CSS, JavaScript skills preferred.
- Edit and create original semantically correct code using Dreamweaver.
- Knowledge of UX/UI design principles and methods.
- Utilize recommended Search Engine Optimization (SEO) techniques.
- Ensure accessibility with web-focused writing style and knowledge of W3C accessibility standards.
- Design to multiple, constantly evolving platforms.
- Collaborate with Internet Service Provider to troubleshoot issues, manage server space, and monitor potential cyber security threats.
- *Software expertise needed: Dreamweaver*

Email campaigns: (Above website knowledge plus the following):

- Manage all aspects of email marketing program – design campaigns, create email automation series, and manage delivery success utilizing Mailchimp for weekly newsletters and occasional special notices.
- Plan weekly content, write copy, create images, and perform testing for UX design and legibility, editing existing custom templates using Dreamweaver and FTP.
- Be familiar with with federal CAN-SPAM law and guidelines; keep up with email industry best practices regarding list scrubbing and deliverability.
- Manage/update subscriber contact database.
- Analyze and report metrics on email campaigns.
- *Software expertise needed: Mailchimp, Dreamweaver*



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Graphic Design:

- Must have intermediate to advanced experience with Photoshop and Dreamweaver. Animation experience a plus. Video editing a plus.
- Must have excellent design skills utilizing layout, typography, hierarchy, and balance best practices. Follow branding guidelines, ensure that logos, color themes, and creative approaches are consistent across all platforms.
- Must be able to produce branded images and resize for web, Instagram posts and Stories, and Facebook posts, events, and Stories.
- Must be able to edit photographic images and videos.
- Work with and order from third party service providers and print production facilities.
- Must have familiarity with copyright and intellectual property laws; ability to create original art. Comfort researching and contacting artists to request permission to use images.
- *Software expertise needed: Adobe Photoshop*

Social Media Management:

- Manage the Libraries' Facebook and Instagram accounts daily with audience-centered copy and engaging, branded graphics, photography, and video.
- Author frequent posts using engagement best practices and scheduling tools.
- Monitor accounts for alerts and mentions.
- Respond promptly to follower questions and guide community conversation with courteous, informed, and welcoming tone.
- Oversee the Libraries' other social media accounts including Twitter, YouTube, and LinkedIn.
- Familiarity with Meta Business Suite and Professional Dashboard a must.

General marketing and communications, digital strategy and miscellaneous skills:

- Routinely analyze content performance metrics and drafted analytics reports about web, social media, and email campaign performance along with community feedback to gain insight on community interests and motivations; recommend and implement adjustments for maximum impact.
- Format, summarize and publish Library Board documents for public viewing.
- Update the Libraries' Google Business listing as needed.
- Create and edit program-supporting and general administrative documents (ex: applications, registration forms, etc.)
- Author annual reports by performing data analysis and illustrating data in visual explanatory way.
- Ability to plan, schedule, design, and execute branded multi-channel campaigns, ensuring marketing messaging is consistent and drives the key messages in an impactful way.
- Strong writing skills are a must, a public relations background is preferred.
- Excellent communication and collaboration skills required.
- Ability to multitask and adjust in a rapidly changing environment while meeting deadlines.
- Strong organizational skills and attention to detail.
- Strong grammatical skills.
- Ability to tell a story with statistics.

Sublette County



Libraries

Pinedale  Big Piney

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Education and Experience:

- Bachelor's degree or equivalent required.
- Library experience preferred.

Work schedule and compensation:

- Work from home! This position allows the ability to work remotely.
- The work schedule for this position is flexible and dependent on the varying needs of the Libraries, ranging from 20 - 25 hours per week.
- Pay range is \$24 - \$27 per hour commensurate on experience. This is a contract position.

This position is open until filled. We are evaluating applications now.

To apply, email all of the following to Michelle Humber, Executive Director, Sublette County Libraries, mhumber@sublettecountylibrary.org:

- Resume and cover letter
- Three small writing samples such as: a web or social media announcement, blog style article, press release, etc.
- Examples of website and social media sites you've created or maintain and/or online portfolio of projects completed
- Contact information for three references

Please put "Marketing Specialist Position" in the subject line.