Job Title: Marketing and Outreach Specialist

Date: July 10, 2024

Employment Classification: Part-time Non-exempt

Position Overview

The Lloyd Library and Museum is a prestigious 140+ year institution, embarking on an exciting new future and major renovation. We are a knowledge bridge, uniting our rich historical and contemporary nature-based collections with global and local learners. Through our programs, exhibitions and library services, the Lloyd Library brings science, art and history to life. This position, reporting to the Executive Director, will play a key role in designing, promoting and executing Lloyd Library events. As a marketing specialist, the position will assist with bringing wider awareness, locally, nationally and internationally, of the Lloyd Library’s programs, collections, services and impact. This position works independently and as part of a team.

Principle Duties and Responsibilities

- Develops diverse, engaging, and robust programs and events that inform and celebrate timely topics relating to plants, nature, health and wellness, and the arts.
- Spearheads new ideas and develops wider audiences.
- Develops partnerships with key cultural, educational and scientific organizations, locally and nationally.
- Coordinates event logistics and execution, including scheduling, speaker contracts, event set-up, technology needs, attendee registration, and working with caterers.
- Develops marketing, communication and promotional campaigns.
- Coordinates and directs efforts to increase media outreach.
- Creates and distributes content for print, electronic and mobile outlets, writing, designing, and editing communication, including press releases.
- Assist in scripting, storyboarding, and planning video shoots and incorporating video in Lloyd communications.
- Collaborates with Lloyd Library exhibition curators, social media marketing staff, web designers, docents, and the Development Office to extend the reach of Lloyd activities and impact, including consistent messaging across all lines of business at the Lloyd.
- Measures and tracks event effectiveness of programming and outreach.

Library Services Team

- Maintains good relations with Lloyd clientele, contacts and employees demonstrating tact, courtesy, and cultural sensitivity.
- Works collaboratively.
- Follows Library practices, procedures, and protocols.
Enthusiastically embraces the Lloyd Library mission and vision for the future.
Performs other duties as assigned by the Executive Director.

Required Experience, Skills and Competencies

- 3 years experience in journalism, marketing, media relations and event planning.
- Bachelor’s Degree with emphasis/coursework in marketing, communications or related field, preferred.
- Experience developing innovative and high impact programs.
- Excellent written and oral communication and listening skills. Considerable ability to communicate effectively and tactfully in person, online, by phone and in writing.
- Storytelling through print, video, animation, photography, and gamified online engagement, meeting industry standards.
- Firm grasp of marketing platforms, channels and best practices, including social, digital and email marketing.
- Success building collaborative projects with other organizations.
- Media contacts locally, regionally and nationally.
- Ability to work in a fast-paced environment with a high level of accuracy and attention to detail.
- Ability to manage multiple priorities, projects, and tasks.
- Effective time management, results oriented, strong organizational skills, establishing goals and plans to prioritize, organize, and accomplish work.
- Demonstrated ability to work independently, collaboratively, and contribute positively to a collegial team environment.
- Anticipates challenges and develops and implements strategies for addressing them. Strong problem-solving skills.
- Values diversity and inclusion. Experience working with employees, partners, and clientele from diverse backgrounds and life experiences.
- Proficiency in Microsoft Office, PowerPoint, Publisher, Excel and Adobe Creative Suite.
- Experience with technology set-up, including, computers, monitors, sound systems, recording equipment, and video conferencing.
- Commitment to the Lloyd Library’s mission, vision and values.
- Ability to manage sensitive situations professionally and maintain confidentiality.
- Proactive, willing to ask questions and accept constructive criticism and direction.
- Non-profit arts, health or academic experience and graphic design experience desirable.
Physical Demands

Physical Demands Related to Performance of the Essential Functions of the Position Include:

- Remaining in a stationary position for an extended period of time.
- Substantial movements or motions of the wrists, hands, and/or fingers.
- Positioning self to set up displays, equipment and seating for events.
- Exerting up to 15 pounds of force occasionally to lift, carry, push, pull or otherwise move objects.

Working Conditions

Professional work environment on site at the Lloyd Library and Museum. Minimal offsite and remote work.

Results oriented work environment with interaction with Lloyd team, presenters, visitors, event attendees and partners.

Diversity and inclusion are priorities for our institution. We strongly believe that encouraging a broad range of opinions, ideas and perspectives drives creativity, innovation and excellence.

Equal Employment Opportunity Policy

The Lloyd Library and Museum is an Equal Opportunity Employer and embraces diverse skills, perspectives, and ideas. All qualified applicants will receive consideration for employment without regard to race, color, religious creed, national origin, sex, age, gender identity, disability, sexual orientation, military service, genetic information, and/or other status protected under law.

Compensation and Hours of Work:

Starting Salary: $20-$23/per hour

Excellent benefit package includes generous paid holiday, vacation, and sick leave.

Hours: 20 hours/week, including evening and weekend hours.

To apply

Questions about the position, contact Patricia Van Skaik, Executive Director, pvanskaik@lloydlibrary.org.
Submit resume to Patricia Van Skaik at pvanskaik@lloydlibrary.org.

**Application deadline:** 5 p.m., August 2, 2024.

All applications will be acknowledged within two business days of receipt.