
MARKETING & ENGAGEMENT LIBRARIAN I

The Cape May County Library (CMCL) is looking for a positive, innovative, and motivated Librarian to join the Outreach & Marketing team. CMCL supports a diverse community of just under 100,000 year-round residents through eight branches and a bookmobile. The County has a large influx of summer visitors, who use and love the library as part of their beach vacation experience. This position focuses on reaching out to the Cape May County communities through traditional and non-traditional marketing methods and social media. The successful candidate will understand social media platforms, trends, strategies, and best practices and have a creative approach to marketing to engage our communities. The Marketing & Engagement Librarian works closely with the Outreach Librarian and reports to the Assistant Director.

This position works 35 hours per week and is based at the Cape May Court House location. The schedule includes one night a week and one weekend per month (including Sunday hours in the fall) covering the Info Desk and at least one day per week covering the Reference Desk. This position requires driving the bookmobile and may work additional nights and weekends to provide support at events.

Duties and Responsibilities

- Establish and maintain social media presences on various platforms
- Craft timely and engaging content and marketing materials
- Coordinate with Departments and Social Media Team to create consistent and effective content
- Analyze statistics, visualize data, and track growth on all social media platforms
- Develop goals and lead social media and marketing campaigns
- Create marketing materials and press releases
- Partner with local media outlets to publicize the library's materials, services, and events
- Support outreach efforts, including attending events and communicating with groups, organizations, and businesses in the county
- Selection, evaluation, and weeding for several Adult non-fiction sections

Knowledge/ Skills

- Cultural competence skills
- Excellent customer service skills
- Work harmoniously with patrons and coworkers
- Excellent communication skills both verbal and written
- Excellent public speaking skills
- Knowledge of and comfort with creating marketing materials with computer software and programs including Canva and Photoshop
- Knowledge of social media platforms, including trends and best practices for non-profits
- Highly organized with good attention to detail
- Graphic design and photography skills/ experience preferred

Abilities

- Drive a car and hold a valid New Jersey driver's license.
- Lift and carry bags or boxes weighing up to 40 pounds.
- Drive library bookmobile
- Able to stand for long periods of time
- Comfortable with public speaking for long periods of time to groups of people
- Able to work a flexible schedule including multiple nights and weekends

Education/ Qualifications

- Master's degree in Library Science from an ALA-accredited program required
- Have or be eligible for a New Jersey State Professional Librarian Certificate
- Candidates currently completing their final semester in library school will be considered
- New Jersey state residency required per N.J.S.A. 52:14-7 (L. 2011, Chapter 70)

Benefits

- 35 hours per week
- Health benefits, including dental, prescription and optical
- New Jersey pension
- 12 vacation days per year (increasing with years worked), 15 sick days per year, 3 personal days per year

To Apply

Please submit a resume, cover letter, and three professional references to Natalie Niziolek, Assistant Director, at natalien@cmclibrary.org by June 14, 2022.