Join Our Team! Marketing Coordinator

Are you a creative communicator with a passion for community? Do you thrive working closely with a team in a fast-paced role?

Add your voice to a cause that matters, and put your communication, design, and marketing skills to the test. One day you'll create brochures for a new service and implement website updates, and the next you'll write press releases and work with local media.

As Marketing Coordinator at Middle Georgia Regional Library you will work with diverse library staff members and community partners to fulfill the library's mission to "connect all people with the information necessary to improve their lives through excellent services and materials."

About This Position

Communication skills and flexibility are key to your success as Marketing Coordinator. You will work closely with MGRL staff across the region to develop customized marketing solutions and reinforce the library's brand, value, and message in the communities we serve.

You will build understanding between the library and the community and contribute to creating a more literate, engaged and enlightened Middle Georgia.

Examples of Duties

● Presents a consistent visual identity to distinguish Middle Georgia Regional Library within our local community and region.
● Develops marketing strategy for overall library brand as well as targeted events and activities.
● Serves as the central clearing point for all library communications to ensure consistent library identity and branding.
● Develops measurable objectives to review and evaluate the success of marketing strategies and communications programs.
● Edits all written materials for grammar and to develop a unique and recognizable voice for the library.
● Creates editorial, graphic, and web content that communicates library services, events, and value to the community.
● Communicates library brand, value, and message clearly to media outlets.
● Seeks out opportunities for the library to participate in community events.
• Seeks out opportunities to garner financial, in-kind, and awareness for library activities, events, promotions, or other needs.

About Our Community
Middle Georgia Regional Library is anchored in Macon, Georgia. Macon is a vibrant community that values education, lifelong-learning, and is highly invested in library service. The community has a rich history, incredible architecture, stunning southern charm, and a soulful musical heritage.

The city is home to 5 colleges and universities, 6 museums, sports teams, Ocmulgee National Monument, and numerous parks and festivals. Macon has all of the benefits of a large city with a small town cost of living.

Compensation & Benefits
Middle Georgia Regional Library offers a generous compensation and benefits package. The salary range for this position is $30,000-$35,000 annually. Starting salary is dependent upon experience and qualifications.

REQUIRED QUALIFICATIONS
• Bachelor's degree in Marketing or closely related field or five years related experience and/or training; or equivalent combination of education and experience

BENEFITS
• Vacation (accrual starting at 20 days per year)
• Sick Leave (accrual starting at 10 days per year)
• 10 paid holidays per year
• Teachers Retirement System of Georgia (pension plan)

OPTIONAL BENEFITS
• Health Insurance
• Flexible Spending Accounts
• Dental Plan
• Life Insurance
• Short- and Long-Term Disability Insurance
• Accidental Death and Dismemberment Insurance
• Long Term Care Insurance
• Public Service Loan Forgiveness Program Eligible

ABOUT MGRL
The Middle Georgia Regional Library serves six counties through 15 locations across central Georgia. The following vision, mission, and values guide our work:

Our Vision
Our vision for Middle Georgia is a literate, engaged and enlightened community.

Our Mission
The mission of the Middle Georgia Regional Library is to connect all people to the information necessary to improve their lives through excellent services and materials.

Our Values
● Convenient and equal access for all.
● Good stewardship of taxpayer resources.
● Highly skilled library personnel.
● Every user leaves with a good impression.

How to Apply
Send resume, cover letter, three references, MGRL employment application (found at bibblib.org/employment), and samples of previous work including a press release and graphic design work (such as a flyer) to jobs@bibblib.org.

First review of applications is July 16, and the deadline for applications is July 24.

To learn more about Middle Georgia Regional Library, visit bibblib.org.