



Marketing Manager and Social Media Coordinator

Type: Full-time

Grade: 11

Job Summary

Leads the Eastern Oklahoma Library System's marketing and social media efforts to increase awareness and use of library services. Oversees the System's brand, media relations, website, social media, and promotional materials. Uses data to evaluate marketing efforts and guide improvements.

Essential Functions

(Functions listed are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

1. Develops and coordinates marketing and communications that support EOLS goals.
2. Maintains EOLS brand standards and consistent messaging across the System.
3. Coordinates media relations and prepares press releases, media alerts, and other communications.
4. Manages EOLS social media, website content, and digital marketing.
5. Creates and coordinates print and digital materials, graphics, photos, videos, promotional items, and branded swag.
6. Identifies and shares stories that highlight EOLS libraries, programs, services, partnerships, and community impact.
7. Provides marketing materials, guidance, and support to EOLS branches.
8. Manages the marketing budget and works with vendors and outside resources as needed.
9. Stays current on marketing, communications, social media, and library trends.

Required Knowledge, Skills, And Abilities

The employee is expected to perform or possess the following:

1. Exceptional writing, editing, verbal, visual, and interpersonal communication skills.
2. Strong knowledge of marketing, media relations, branding, digital communications, and social media strategy.
3. Demonstrated ability to develop and evaluate integrated marketing campaigns.
4. Strong project-management skills with the ability to manage multiple priorities and deadlines.
5. Proficiency with website content-management systems, social media platforms, analytics tools, digital advertising platforms, and graphic-design software such as Adobe Creative Suite and Canva.



- 6. Ability to develop effective relationships with media outlets, community partners, and EOLS staff and patrons.

Education And Experience

- Bachelor's degree in marketing, communications, graphic design, or a related field; or an equivalent combination of education and relevant experience.
- Three years of relevant experience.
- Level I (or higher) Oklahoma Public Librarian Certification, obtained on the job.

Physical And Environmental Conditions

- Work requires no unusual physical demands, including walking, standing, bending, and stooping.
- May require lifting light and moderately heavy items, such as boxes and equipment, up to 30 pounds.
- The work environment involves everyday risks and discomforts requiring normal safety precautions typical of offices, libraries, classrooms, and meeting or training rooms.

The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.

I have read and understand this job description.

Employee Signature

Date