

Position Title: **Communications Senior Assistant**

Grade Level: 6

General Statement of Duties:

The Senior Assistant works with the Graphic Design Specialist in designing and producing print materials and electronic marketing pieces, and assists the Communications Manager with written marketing pieces to promote the library, its programs and services. The Senior Assistant is integral to the general organization and flow of the department and is a liaison between Communications and all other departments.

Essential Duties:

Design forms, signs, posters, fliers, bookmarks, calendars, etc. from existing templates, or create original designs when needed.

Complete "rush" items (those requested on short notice) that are difficult for the Graphic Design Specialist to complete due to time constraints.

Assist with preparations for Friends, Foundation and library special events, which may include creating graphic pieces as well as compiling appropriate promotional pieces for distribution at such events.

Create signs, fliers, posters, coupons, etc. for the Friends and Friends Store. Update and print weekly business schedule and monthly volunteer schedules for the store.

Create signs, fliers, coupons, etc. for the library's coffee shop as requested.

Ensure department is organized and stocked with supplies, paper, and regularly-requested print materials for maximum efficiency.

Format text for the Graphic Design Specialist as needed.

Assist Communications Manager with proofreading of materials.

Complete finishing tasks such as printing, folding, assembling, cutting, etc.

Create and monitor project files for the department.

Maintain all library forms/cards, creating new ones as requested, and distributing as needed.

Maintain library publicity tracker.

Update online media calendars with library events monthly.

Create name badges/nameplates for new staff.

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Maintain library photo board in staff lounge.

Monitor and maintain approved not-for-profit postings in the library.

Participate in departmental, strategic planning, and library wide projects and objectives as assigned by the Manager.

Participate in job-related conferences and continuing education opportunities to maintain awareness of trends and developments in public relations/marketing and graphic design.

Minimum Qualifications:

Bachelor's degree from an accredited institution.

Working knowledge of design software, specifically InDesign, Adobe Illustrator, Adobe Photoshop and MS Publisher

Working knowledge of MS Office software; willingness and ability to learn other software as needed

Ability to operate/troubleshoot department equipment such as cutting machine, folding machine, laminator, color copier/printer/scanner, mat cutter, light table, etc.

Ability to operate common office equipment such as computers, copiers, printers, fax machines, etc.

Proficiency in the use of the Internet and email

Good oral and written English communication skills

Attention to detail; commitment to accuracy and producing quality products

Excellent interpersonal skills and customer service attitude

Ability to multi-task and work under pressure with multiple deadlines and frequent interruptions

Ability to communicate and interact with various levels of library staff, volunteers, and outside vendors

Ability to be flexible and embrace change

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Physical Demands

Ability to speak and hear the spoken word

Good eyesight; ability to accurately read material in print and on computer screen

Manual dexterity and the ability to perform repetitive tasks

Ability to bend, stoop, reach, and climb step ladders or step stools

Ability to frequently move from one area of the building to another to monitor/replenish print materials and deliver requested items