



## Marketing & Communications Librarian

The Scarsdale Public Library seeks a dynamic and inventive Marketing & Communications Librarian who is passionate about the role public libraries play in individual lives and the community. The successful candidate is a forward-looking, strategic thinker who is willing to take thoughtful risks and implement new ideas. He/she is aware of emerging trends in library services, works collaboratively, and is able to inspire and motivate library patrons and the Scarsdale community.

The Marketing and Communications Librarian focuses the Library's communications efforts as a dedicated professional who provides content, manages communications channels and tools, and evaluates the efficacy of these efforts. They strive for interactive user engagement with library digital content and investigate and promote new methods and tools for presenting content to patrons both digitally and in print. This individual is instrumental in promoting the library's rapidly increasing schedule of high-profile public programs.

The Scarsdale Public Library is a bustling and lively hub of a community that values education and supports its library. It is a leading public library in Westchester County, consistently at the top of annual statistical rankings for numbers of visitors, programs and circulation of its collections. It is a member of the Westchester Library System, a consortium of 38 member libraries. The Library recently completed a major physical transformation to create more welcoming, flexible spaces that will allow the staff to be more responsive to present and future community needs.

**Responsibilities:** This position is responsible for all library print and digital marketing & communications including the overall strategy for social platforms, email, website, press releases, etc. They manage day-to-day posting across all library social platforms, create content, collaborate across departments to promote key events and while maintaining a consistent library brand and voice and standard marketing principles. They compose a monthly report focused on marketing performance and summarize how analytics will guide future marketing initiatives. They keep informed of professional and technological developments through participation in professional organizations, workshops, continuing education courses and professional printed materials.

**Qualifications:** The successful candidate will have an ALA accredited Masters' of Library Science and experience writing and designing communications for the web, social media and other digital platforms as well as in print. Desired qualifications include, but are not limited to: project management skills; strong computer and technology skills; excellent written communication skills; experience using Canva (or similar); knowledge of public library trends and issues as relates to Marketing & Communications, and ability to think creatively and critically about marketing and promoting the library. This position must work evenings and weekends when required.

Note: This position is subject to Westchester County Department of Civil Service approval.

Compensation: Competitive salary, with an attractive benefits package.

To apply, please submit a cover letter and resume to Catherine Callegari, Assistant Director of Patron Services, at [ccallegari@wlsmail.org](mailto:ccallegari@wlsmail.org) by October 18, 2021.