

JOB TITLE	DEPARTMENT	JOB LEVEL	CLASSIFICATION
Communications & Marketing Associate	Communications & Visual Arts	JL6	Full Time Non-Exempt
REPORTS TO	SUPERVISES	REVISED	
Communications Manager	n/a	7/1/2026	

POSITION SUMMARY

The Communications & Marketing Associate supports the development and execution of written communications, including briefs, electronic updates, print newsletter content, and social media, to promote Library programs, events, services, collections, and resources to engage the Library community.

REQUIREMENTS FOR ALL EMPLOYEES

- Ability to work effectively with staff, customers, and others, respecting confidentiality when necessary.
- Respect for cultural differences and ability to work with people from a wide range of diverse backgrounds.
- Ability to communicate clearly and use various technologies to complete work.
- Ability to understand and demonstrate our Culture, Mission, Vision, and Values statements.
- Initiative and willingness to learn new tasks and responsibilities.
- Updates job knowledge by participating in educational opportunities, attending scheduled meetings, and training sessions.
- Readily and effectively adjusts to changing ideas, routines, and work activities.
- Ability to prioritize and manage time efficiently and effectively.
- Follows established safety rules and works in a safe manner.

ESSENTIAL FUNCTIONS

- Drafts, proofreads, and edits written content for print and digital marketing promotions to ensure accuracy, consistency, and alignment with the Library's brand standards.
- Assists with gathering, organizing, formatting and editing written content from library staff for the print newsletter.
- Assists with maintaining the Library's social media content calendar across platforms, including Facebook, YouTube, Instagram and Flickr.
- Assists with maintaining project timelines for marketing and communication campaigns.
- Monitors daily social media activities and communications, schedules posts according to the content calendar, and assists in routing public inquiries or comments to the appropriate staff for follow-up.

- Assists with maintaining the Public Relations & Development Division's project management and communications calendars by entering, updating, and tracking project information.
- Collaborates with other staff across all departments to collect and organize promotional details.
- Captures photo and/or video footage of events for promotional and documentation purposes.
- Assists with gathering social media and project metrics and compiling KPI reports.
- Drives to other branch locations and meeting sites within the Elgin area as necessary.
- Assists with documentation and installation of Exhibit installations and de-installations, as needed.
- Participates and works collaboratively with the PRAD team for library-wide projects.
- Other duties as assigned.

KNOWLEDGE / SKILLS / ABILITIES

- Demonstrated ability to work effectively in a fast-paced, deadline-oriented environment while managing multiple priorities.
- Strong written and verbal communication skills with a keen eye for detail and proofreading.
- Knowledge and familiarity with running business pages on social media and digital communication platforms, including Facebook, YouTube, Instagram, Flickr, X, and email marketing tools such as Constant Contact.
- Creative thinking and digital storytelling skills.
- Willingness and ability to support video content creation through on-camera participation and behind-the-scenes assistance.
- Experience using graphic design and multimedia editing software (e.g., Adobe Illustrator, Photoshop, Lightroom, Express, Premiere, etc.) is a plus.

EDUCATION/EXPERIENCE QUALIFICATIONS

- Bachelor's degree in Communications, Journalism, Public Relations or Marketing or relevant field of study OR an equivalent mix of education and relevant internship experience.
- Experience supporting or creating effective marketing communications for an organization, business, or relevant group.
- Valid driver's license and a safe driving record.

TOOLS/EQUIPMENT

- | | |
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| • Computer | • Ladder |
| • Copier/Fax | • Keyboard |
| • Designing tools (e.g., scissors, knives, etc.) | • Laminator |
| • DSLR Camera | • Printer |
| • iPad | • Smartphone |

PHYSICAL REQUIREMENTS/WORK ENVIRONMENT

- Must be able to communicate, comprehend, and respond to others promptly.
- Must have the ability to read computer screens, text, and control panels on equipment.
- Must be able to discern colors and various fonts.

- Must be able to type with accuracy and attention to detail.
- Must be able to manipulate keyboard and mouse operate a computer, keyboard, and other equipment.
- Must be able to sit, stand, or move around for extended periods of time.
- Must be able to perform repetitive hand motions for extended periods of time.
- Must be able to lift, carry, and push items weighing up to 50 pounds.
- Must be able to traverse distances of more than 300 feet within the building.
- Must be able to climb a ladder to take photos or video at elevated heights in or around the building.
- Ability to drive a vehicle.
- Must be able to work scheduled hours, which may include a varied schedule at times to cover special events, and meet general attendance requirements

* The scope of the job may change as necessitated by the library's operational demands.