



Cardington-Lincoln Public Library

Job Title: Marketing Associate
Department: Public Services
Job Type: Part-time (15-20 hours/week) Non-exempt
Job Class: C
Benefits: Paid Time Off accrual; paid holidays; OPERS (Ohio Public Employee Retirement System); Ohio Deferred Compensation; AFLAC products

Position Overview: Under the supervision of the Marketing Coordinator, collaborates to promote the library's collections, services, and programs to the public. May assist with other tasks as assigned.

ESSENTIAL FUNCTIONS:

- Follow the public relations plan for the library system that effectively leverages traditional media, social media, and digital platforms to better inform the public of the library's services
- Create and deploy library promotion material and products disseminated via social media, web site, physical format, and local media
- Provide service in a timely, sensitive and confidential manner, consistent with a high level of customer service
- Work collaboratively with others to achieve organizational goals and objectives
- Perform other related duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

- The ability to develop and communicate a desired message to promote the library and its mission
- Experience using marketing platforms like Canva, Photoshop, Illustrator, mailing platforms like Mailchimp, and other similar platforms
- The knowledge and awareness of the attributes and library needs of community demographics; the ability to apply that knowledge through materials, services, policies, and programming
- Be fully trained on library circulation policy and procedures and be able to assist at Circulation Desk
- Ability to pass background check
- Valid driver's license required
- Strong analytical, negotiating, and problem-solving skills
- Excellent computer skills and understanding of library and graphic design technology
- Comfortable using standard workplace software like Microsoft Outlook, Word, Excel, etc.
- Understand library organizational model, Dewey Decimal System
- Work independently without direct supervision or as part of a team to complete tasks as assigned
- Must exhibit effective communication skills, interpersonal skills and flexibility when collaborating with fellow staff and the public
- Ability to plan, schedule, and organize work effectively, and meet deadlines

Updated: 4/22/2026

Approved:

- Ability to maintain a regular and flexible work schedule that may include nights and weekends
- Strong commitment to public service

EDUCATION AND EXPERIENCE:

- High School diploma or equivalent required
- 1-3 years customer service experience required
- 1-3 years' experience in graphic design and marketing strongly preferred
- 1-3 years' experience working in a library preferred

PHYSICAL AND ENVIRONMENTAL CONDITIONS:

- Ability to lift and move up to fifty pounds
- Sitting, standing, walking, climbing (including stairs) and stooping, bending, twisting and reaching (up, across, and down). Must be able to sit and stand for long periods of time
- Keyboarding, writing, filing, sorting, shelving, and picking up and shelving books
- Pushing and pulling: objects weighing up to 60-80 pounds on wheels
- Able to work in enclosed space and remote locations for extended periods of time
- Able to work in environmental conditions which may include exposure to dust, dirt, heat, cold, noise, fumes, odors, vibrations, wetness and humidity, and temperature changes
- Able to use the following: building security systems, computer workstation, copy machine, telephone, and other readily available technology