

<b>CITY OF CEDAR RAPIDS POSITION PROFILE</b>	<b>JOB CODE #/TITLE:</b> LB026 Design and Marketing Specialist
<b>POSITION #/TITLE:</b> 387 Design and Marketing Specialist	<b>Adopted:</b> 03-11 <b>Revised:</b> 09-16

**POSITION DESCRIPTION**

<b>Dept:</b> Cedar Rapids Public Library	<b>Manager Level:</b> Non-Manager
<b>Salary Plan/Description:</b> LIB/Bargaining Unit	<b>Salary Grade:</b> 22
<b>Reports To Position #/Job Code #/JC Title:</b> 2583/NB052/Public Information & Adult Programming Coordinator	<b>Dotted-line Reports To Position #/Job Code #/JC Title:</b>
<b>FLSA Status:</b> Non-Exempt	<b>City Overtime Status (Employee Type):</b> Non-Exempt (Exception Hourly)
<b>Physical Demand Rating:</b>	<b>Work Environment:</b> Controlled
<b>Pre-employment Testing:</b> Drug and health screening after contingent offer.	<b>Position Testing:</b>
<b>Personal Protective Equipment:</b> None	

**General Statement of Duties**

Under the direction of the Community Relations Manager, develops and implements marketing and communications programs throughout the CRPL and beyond. Undertakes initiatives to grow and maintain patron base.

**Distinguishing Features of the Class**

Considerable leeway is granted for the exercise of independent judgment and initiative.

**Examples of Essential Work (Illustrative Only)**

Plans, analyzes, and creates visual solutions to communicate effectively in print and electronic media;  
 Uses data to drive decision making;  
 Takes raw data to create graphs, charts, and other documents that people want to read;  
 Develops the overall layout and production design of library displays, logos, signage, brochures, posters, annual reports, and other publications;  
 Develops material and images for web pages, interactive media, and multimedia projects;  
 Takes photographs, write news releases, and work closely with staff in all areas to promote the services and programs they provide;  
 Develops and implements library merchandizing plans;  
 Implements strategic marketing solutions to improve circulation, visits, and other valued metrics;  
 Uses analytical skills to forecast and identify trends and challenges;  
 Performs surveys and market research to identify areas of need and opportunities for strategic growth;  
 Represents the library in the community;  
 Identifies opportunities for strategic partnerships;  
 Writes grants for library programs and initiatives;  
 Provides stellar internal and external customer service;  
 Performs all work duties and activities in accordance with City policies, procedures and safety practices;  
 Attends work regularly at the designated place and time;  
 Supports continuous process improvement initiatives;  
 Performs related work as required.

### **Required Knowledge and Abilities**

Good knowledge of library values and the services provided;  
Skill in interpersonal relations as applied to the public and co-workers;  
Skill in oral and written communication;  
Ability to effectively communicate using visuals, displays (both electronic and tactile) and text;  
Good knowledge of contemporary computer graphics and design software; Adobe Illustrator and InDesign experience preferred;  
Good knowledge of and ability to operate computer databases;  
Knowledge of direct mail and email campaigns and data management.  
Tech savvy with a working knowledge of Microsoft Office suite, social media and expert searching capabilities for Internet tools;  
Ability to meet deadlines and production schedules;  
Ability to work cooperatively and to maintain effective working relationships to accomplish job responsibilities;  
Ability to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology;  
Excellent visual communicator who understands images tell the story just as much as the words;  
Proficient editor who can work quickly and efficiently and maintain branding standards.  
Ingenuity and inventiveness in the performance of assigned tasks.

### **Acceptable Experience and Training**

Graduation from an accredited college or university with a Bachelor's Degree in Marketing or Communications; and  
Considerable experience in contemporary graphics and design software and some experience in library related work; or  
Any equivalent combination of experience and training which provides the knowledge and abilities necessary to perform the work.

### **Essential Physical Abilities**

Requires the following with or without reasonable accommodation:  
Sufficient clarity of speech and hearing, which permits the employee to communicate effectively;  
Sufficient vision, which permits the employee to prepare and read a wide variety of materials;  
Sufficient manual dexterity, which permits the employee to operate a computer keyboard and other equipment;  
Sufficient personal mobility, which permits the employee to complete various activities.