JOB OPENING

Marketing & Events Manager

Are you a creative leader with experience managing engaging marketing campaigns and fun events? Would you like to foster an environment of collaboration and continuous learning among a team? Do you love using your creativity to connect with people and community?

Yakima Valley Libraries is looking for an experienced and innovative manager to lead our Marketing and Program/Event Departments. The ideal candidate is a team leader who is committed to working in and fostering an inclusive and diverse environment – someone who will also demonstrate analytical, decision-making, and planning skills.

This is a full-time exempt position that will provide you work life balance and great benefits. Benefits include up to 20 days of vacation, paid sick leave, full medical, dental, and vision coverage for you, and more.

ESSENTIAL RESPONSIBILITIES

- Provides leadership and vision for YVL’s program/events and marketing efforts.
- Responsible for managing and mentoring the program/event and marketing teams.
- Collaborates with Regional Library Managers to develop yearly program/event plans.
- Develops, manages, and reports on assigned budget.
- Reports to and works with the Executive Director in conjunction with Library Management Team to respond to the needs of the public.
- Other Duties as Assigned.

QUALIFICATIONS

- Relevant Master’s Degree
- Three years’ experience in marketing and event planning
- Three years’ experience in supervision
- Two years’ experience in budget planning
- Bilingual (English/Spanish)
- Please see the complete job description for a full list of required qualifications.

SALARY, HOURS & BENEFITS

FLSA: Full-Time Exempt
WAGE: $66,559 - $95,818
LOCATION: Service Center - 102 North 3rd Street, Yakima, WA 98901
HOURS: Monday-Friday, 8-5pm with occasional evenings and weekends.
BENEFITS: Medical, Dental & Vision (Click here for more information.)

APPLY

For a full job description, please scroll to the following pages. To apply for the Marketing & Events Manager position, see the link or QR code below.

https://www.yvl.org/about-us/employment-opportunities/current-positions/

509.575.3433
hr@yvl.org
Yakima Valley Libraries
Marketing and Events Manager
FLSA: Exempt Professional

Job Purpose and Summary
The Marketing and Events Manager will have substantial responsibility for the development, direction and implementation of marketing and program strategies for the Yakima Valley Libraries. The Marketing and Events Manager establishes and oversees relationships with internal and external stakeholders to develop yearly program and marketing plans for all locations of YVL. The goal is to increase overall visibility of, support for, and engagement with YVL through a variety of channels. The Marketing and Events Manager will oversee the programming and marketing departments and will promote interest in library programs and services through publicity, attending community events, program brochures, cooperation with various community groups, and public contacts.

Essential Duties and Responsibilities
Any of the following duties may be performed. These examples are not necessarily performed by all incumbents, however, and do not include all specific tasks an incumbent may be expected to perform.

Administration:
- Provides leadership, vision, and organizational structure for YVL’s programs and marketing efforts as well as provide extraordinary customer service experiences to internal and external stakeholders
- Responsible for hiring, supervising, mentoring, evaluating, problem-solving, and goal setting for colleagues within the department. Plans initiatives for the department that align with the Libraries’ strategic plan
- Develops and manages departmental budget(s) and reports
- Collaborates with Libraries’ public services staff, stakeholders, and community partners to achieve departmental and Libraries’ goals
- Reports to and works with the Executive Director in conjunction with Library Management Team to respond to the needs of the public
- Under direction of the Executive Director and Business Services Director: assists in the resolution of a wide range of routine and non-routine personnel issues and difficult situations; assists in the implementation of discipline and termination procedures in coordination with the appropriate management staff
- Establishes and oversees relationships with internal and external stakeholders to develop yearly program and marketing plans for all locations of YVL
- Explains policies and procedures to library customers and staff and resolves related questions and concerns
- Answers questions and provides information to the public; investigates complaints
and recommends corrective action as necessary to resolve complaint
- May provide direct assistance to patrons with basic information regarding use of library materials, equipment, and services
- Maintains the integrity of confidential information

Libraries’ Leadership
As a member of the Library’s Management team, the Marketing and Events Manager will actively engage in planning and implementing innovative services for YVL.
- Advance departmental and Libraries’ goals
- Advocate for equity, diversity, and inclusive practices throughout YVL Libraries.
- Participate in committees within YVL and the profession
- Participate in management meetings and monthly board meetings and share pertinent updates with department
- Foster an environment of continual professional development, improvement, and learning
- Continuously assess and iterate programs to improve services and advance initiatives
- Demonstrate commitment to innovation and discovery to remain relevant in Programs and marketing
- Demonstrates independent judgment and discretion in a wide variety of situations

Other Duties as Assigned

Required Qualifications:
- Relevant Master’s degree
- Bilingual (English/Spanish)
- Minimum of three (3) years of experience in program development and marketing
- Experience developing and delivering yearly program and marketing plans
- Experience editing written content for internal and external communications (social media, brochures, flyers, e-newsletter)
- Experience creating reports and making presentations as needed by the Executive Director of YVL
- Demonstrated experience or commitment to working in and fostering an inclusive and diverse environment
- Demonstrated organizational, analytical, decision-making, problem-solving and planning skills
- Demonstrated commitment to facilitating extraordinary customer service experiences
- Demonstrated project or personnel leadership experience.
- Experience mentoring staff and developing their leadership skills
- Three years of supervisory experience
- Proficiency in MS Office Suite, specifically Outlook, Word, and Excel
- Proficiency in Windows Operating System and file management
- Working knowledge of InDesign, Illustrator and PhotoShop
Preferred Qualifications:
- Master’s Degree in Library Science (MLS/MLIS).
- Experience developing productive relationships across a public institution
- Experience with successful marketing plans that engage marginalized communities

Applicant Information:
- Unless otherwise stated, applicants are permitted to substitute two years of related full-time experience for one year of higher education or one year of related higher education for two years of experience in order to meet the minimum requirements of the job. One year of full-time experience is defined as 30 or more hours worked per week for 12 months. One year of higher education is defined as 30 credit hours completed at an accredited college or university.

Knowledge, Skills and Abilities:
- Extensive knowledge and support of the ALA Core Values and Code of Ethics
- Knowledge and support of the principles of intellectual freedom and Library Bill of Rights
- Advanced knowledge of project planning and management skills, involving designing, leading, and completing a project within its intended scope and timeline
- Advanced knowledge of principles and practices of budget preparation
- Ability to maintain excellent and detailed records
- Ability to coordinate the provision of library services with other library managers and staff and performs services in person, by telephone, by mail and electronically, as required
- Ability to work collegially and collaboratively with people of diverse backgrounds
- Be an advocate and ally for equity, diversity, and inclusion
- Ability to develop a database of desired keynote speakers/presenters, ensuring diversity of voices are represented
- Ability to maintain excellent and detailed records, including program participation
- Ability to develop and implement program and marketing evaluations and act on results
- Ability to foster a positive working environment through daily actions and behaviors
- Ability to lead, cultivate, and empower staff
- Effective time management skills
- Ability to strategically delegate work amongst staff and volunteers to enhance services to current and potential customers
- Advanced customer experience skills
- Ability to communicate effectively, including excellent interpersonal skills as well as verbal and written skills
- Ability to pay attention to detail
• Ability to transfer and apply knowledge and experience to new situations
• Ability to analyze situations and make sound decisions
• Ability to work on a regular and dependable basis
• Ability to comply with all applicable Federal, State, and Local laws, regulations, and ordinances as well as all Library System policies and procedures

Supervision Received and Exercised
Receives general direction from the Executive Director. Exercises direct supervision over assigned departments and volunteer staff.

Work Environment and Physical Demands
• Normally seated, standing or walking at will
• Normal physical activity including some bending, pushing, pulling, and lifting and carrying, which may range up to 45 lbs. upon occasion. Pushing/moving library materials weighing up to 120 pounds with mechanical assistance, such as cart or dolly upon occasions
• Keyboarding and working at a computer monitor for extended periods required
• Phone usage, reading, speaking, and listening required
• Interaction with library system staff, library customers, other libraries, agencies and organizations, or vendors will be necessary to provide and receive information, present programs, and resolve situations or problems
• May at times have unsupervised access to children under the age of 18 or a vulnerable adult or person
• Travel alone within service area may range over 120 miles in a day
• Some early morning, evening and weekend work required

__________________________________________  __________________________
Signature                                                Date