

## The Wagnalls Memorial

### Job Description for the Marketing & Program Coordinator

**Job Title:** Marketing & Program Coordinator  
**Department:** Foundation and Library  
**Supervisor:** Executive Director  
**Status:** Level I, Regular, Part-time

The Marketing & Program Coordinator is key to the success of The Wagnalls Memorial. The Marketing & Program Coordinator works closely with the Executive Director and Wagnalls Memorial staff and is responsible for supporting Foundation and Library staff fulfilling the primary mission of the Wagnalls Memorial as an educational, cultural and community center for Lithopolis, Bloom Township, and surrounding areas. This position reports directly to the Executive Director for Wagnalls programming, events and marketing. In particular, the duties of the Marketing & Program Coordinator will include but not be limited to:

#### Marketing:

- Maintain the foundation and library webpages and social media including promotion of events of the Foundation, the Library, the Wagnalls Community Theater, the community arts center or events of local interest that the Wagnalls Memorial is supporting,
- Produce news releases of Wagnalls events, programs, and Board news and send to local media outlets,
- Submit Wagnalls events and programs to community calendars as appropriate,
- Arrange for feature articles in local publications regarding Wagnalls or specific events,
- Assist the Board of Directors, Executive Director, and Accountant with Wagnalls' annual report ,
- Program digital sign balancing promotion of Foundation, Library, and community arts center, and Wagnalls Community Theater events, and important community campaigns or events,
- Create and maintain assets for marketing all aspects of activities in consultation with staff for consistent brand management.

#### Programs and Events

- Assist the Executive Director, staff, and committees with scheduling, execution, and promotion of programs and events including fundraisers, concerts, lectures, art exhibits and community events,
- Assist library staff with scheduling and promotion of library programs,
- Communicate program plans for execution with all staff for set-up, tear-down, and details for staff so that they can answer questions from patrons,
- Recruit, train, and schedule volunteers. Assist staff with volunteer recognition.

#### Other duties as assigned

**Qualifications:**

To perform this job successfully, the Marketing and Program Coordinator should demonstrate competence in the areas listed below. In particular, the knowledge, skill, ability, and attributes of the Marketing and Program Coordinator should include but not be limited to:

- Strong written and verbal communication skills with a variety of audiences,
- Self-motivated, capable of managing a variety of tasks with different deadlines simultaneously,
- Capable of working independently and collaborating on projects,
- Comfortable with leadership and exhibits a strong sense of hospitality,
- Well organized both with time-keeping and physical space,
- Available for evening and weekend hours,
- Capable of keeping confidentiality in handling sensitive information,
- Proficient in using the basic set of Microsoft Suite of applications,
- Experience with or capable of learning other web-based applications especially for digital communications and content creation,
- Experience working in board or committee meetings,
- Able to sit for long periods of time, walk some distance, climb stairs and ladders, carry up to 20 pounds, handle repetitive hand usage, able to tolerate significant periods of screen time, able to hear to use telephone and in meetings to record conversations

**Other Requirements:**

- Hold a valid driver's license
- Satisfactorily pass a background check