

COMMUNICATIONS SPECIALIST

Under the management of the Engagement & Design Department Head, the Communications Specialist is responsible for developing and creating internal and external communication content for use on the web, media releases, marketing collateral, newsletters, presentations, advertising and marketing campaigns. The Communications Specialist works closely with freelancers as needed and consults with community partners. The nature of the work requires daytime, evening and weekend hours. Employees may be classified as salaried and exempt from overtime under FLSA guidelines if they meet the applicable salary requirements. Regular full-time and part-time employees are non-exempt from overtime under FLSA guidelines.

SCHEDULED HOURS AND COMPENSATION

- Full Time — thirty-seven and a half (37.5) hours per week
- Negotiable schedule, some remote work possible
- \$43,600-\$53,400 per year
- Paid vacation accrual with one week's vacation available upon hire
- Annual sick leave allowance
- Personal business days
- Paid holidays: nine official holidays, plus three discretionary holidays and your birthday
- Health care coverage, prescription coverage, dental insurance, vision reimbursements, long- and short-term disability, term life insurance
- Employee Assistance Program (EAP), Stellar Staff Award program, Longevity Awards and an active Social Committee
- Defined contribution retirement plan with matching funds up to 5% of salary per year

APPLICATION INFORMATION:

Only complete application packets (that include a current [CPL application form](#), resume and cover letter) received or postmarked by **6:00 PM on Friday, August 22, 2025** will be considered. Incomplete application packets will not be reviewed.

Submit complete application packets to:

Marian Nicholson – Business Services
Canton Public Library
1200 S. Canton Center Road
Canton, MI 48188
jobs@cantonpl.org

FULL JOB DESCRIPTION

ESSENTIAL FUNCTIONS

- Responsible for translating marketing strategies into innovative, creative promotions.
- Understands key library target audiences and makes strategic use of graphic elements to resonate with library patrons and drive desired results.
- Responsible for planning, developing, designing, writing and editing a variety of assigned communication products.
- Creatively and consistently presents written materials in the most appropriate format.

- Creates marketing materials, adhering to library branding, Style Guide and standard marketing principles.
 - Assists in planning, coordinating, creating, and editing web content.
 - Composes copy for library marketing and communications pieces, including promotions, mailings, annual reports, and press releases.
 - Works with the Department Head to develop and execute email marketing content and evaluate effectiveness.
 - Creates and designs signs, flyers, brochures, advertising and other marketing collateral.
 - Coordinates, takes, and edits photos; organizes photo archive.
 - Creates, films and edits video content.
- Coordinates the development process for each assigned project, from assignment to fulfillment, including required internal reviews and deadlines.
- Executes social media strategy and communication.
 - Maintains editorial calendar and creates social media messaging.
 - Evaluate the effectiveness of communication strategies and messaging tactics.
 - Monitors library social media.
- Promotes the library in the community.
 - Works with colleagues to tailor the library's message and delivery in response to market research.
 - Represents the library at various events, including library functions, community functions and professional functions.
 - Monitors various media daily – print, non-print and emerging media – for library mentions and opportunities for involvement.
- Creates and proposes budget requests to the Department Head and works to stay within the established budget.
- Stays informed of library news and events via review of all forms of library communications: website, email, SharePoint, library newsletter and blog.
- Maintains media contact list and assists with media outreach.
- Maintains public comment card archive.
- Provides support to the Engagement & Design Department Head, coordinates and completes special assignments or duties in support of the library's goals and objectives.
- Serves on workgroups/committees and participates in library initiatives as assigned.
- Enforces library policy using a polite and professional approach.

REQUIRED EDUCATION/KNOWLEDGE

- Bachelor's degree in marketing, communications, public relations, journalism, or a related field, or an equivalent combination of education and experience that encompasses the knowledge and skills typically acquired by pursuing such a degree.
- Demonstrated ability to apply marketing principles.
- Demonstrated high-level verbal and written communication skills; excellent editing and proofreading skills.
- Demonstrated ability to think creatively.
- Communicates clearly and persuasively in positive or negative situations; listens and gets clarification; responds appropriately to questions.
- Adapts to changes in the work environment; manages competing demands and multiple ongoing projects; able to meet deadlines while dealing with frequent change, delays or unexpected events.
- Ability to collaborate in a team environment.
- Demonstrated project support skills.
- Proficiency in Microsoft Office, the internet, social media, common graphic design and publishing programs.

PREFERRED QUALIFICATIONS

- Three or more years' experience in a communications role.
- Photo editing skills.
- Experience in basic video editing.

ESSENTIAL FUNCTIONS

- Ability to lift and carry boxes up to 25 lbs.
- Ability to sit, stand and walk for long periods of time, and the ability to bend, reach, stoop or crouch when assisting patrons.
- Sufficient clarity of speech and hearing which permits the employee to communicate in writing and verbally.
- Sufficient vision which permits the employee to produce and review a wide variety of materials in both electronic and hard copy form.
- Ability to work effectively under stressful conditions in a fast-paced environment.

Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions. This job description is not a contract between the library and the employee. It should not be considered an all-inclusive listing of work requirements.

Individuals may perform other duties as assigned, including work in other functional areas to cover absences or relief, equalize peak work periods or balance the workload. The library reserves the right to revise this job description at its discretion.