



Position Available
External Recruitment

Marketing Lead
Port Angeles Main Library
Full-Time (FLSA Non-Exempt)

Primary Assigned Location: Port Angeles Main Library. May be assigned to work at other NOLS Facilities as needed.

Salary: Range 16: \$3,975.04 to \$4,831.68 per month. Appointment may be made at any step, dependent on experience and qualifications.

Schedule: Position is budgeted and scheduled for 37.5 hours per week. Typical work schedule will may occasionally vary and will routinely include evenings and Saturdays.

Union Represented Position: AFSCME, Local 1619L

Summary of Position Responsibilities: Individuals assigned to this classification perform a wide array of tasks relating to the creation, development, review, and release of public communications and marketing materials; organization of resources, materials, and platforms; and leading assigned communication and marketing endeavors. Tasks are performed under general supervision.

Examples of Essential Job Functions:

Work performed may include, but is not limited to, the following activities:

- Utilizes project management skills to lead assigned marketing efforts for NOLS programs, services, and news, and organizes delivery across multiple platforms;
- Creates press releases, email newsletters, social media, website and digital signage content in collaboration with the Marketing Team and other workgroups;
- Designs print materials such as postcards, signs, program and event marketing collateral, and the annual report;
- Reviews public communications created by other staff to ensure adherence to established NOLS standards, conventions, and branding;
- Collaborates with the Web and Digital Systems Coordinator to ensure that the website is consistent, accurate, timely, and well-designed;
- Stays abreast of requirements and best practices for accessibility in marketing and public communications;
- Provides technical assistance and staff training related to various marketing and communication skills and projects, including preparing and providing group-based and one-on-one training, procedural documentation, and tutorials;
- Collaborates on the development of merchandise with NOLS merchandising team;

- Represents NOLS' interests with product and service vendors; coordinates logistics and completes orders for printed materials ensuring quality and deadline accuracy;
- Works with managers and staff to build, maintain, and organize a photo and video library illustrating NOLS, its services, and resources;
- Maintains an inventory of materials, and distributes materials as needed;
- Actively participates in committees, work groups, and special assignments;
- Participates in continuing education opportunities as appropriate;
- Keeps a general awareness of all programs, services, and news happening organization-wide;
- Keeps abreast of marketing and social media trends, platform changes, and best practices;
- Recommends and participates in the development and implementation of operational improvements;
- Maintains work areas in a safe, clean and orderly condition;
- Performs related duties as required.
- Timely and regular attendance is an essential job function.

Minimum Qualifications:

Education, Experience, and Certifications Required:

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. Typical education and experience would be:

- At least a two-year degree in communications, marketing, design, or equivalent field;
- At least two years' experience working in a position utilizing marketing and public communication skills as primary part of the position's functions.

Knowledge and Skills Required:

- Strong knowledge of public library mission and services;
- Proficiency with Microsoft Office;
- Excellent written and verbal communications skills;
- Excellent print and digital design skills;
- Capabilities in graphic design and photo/video editing using Adobe Creative Suite and Canva;
- Proficiency with email marketing;
- Understanding of website design and ability to learn basic web editing;
- Knowledge of branding, marketing, and design principles;
- Proficiency with social media business platforms and use strategies;
- Digital photography skills sufficient to create, edit, and utilize digital images in publicity.
- Ability to work collaboratively with colleagues;
- Project management skills;
- Strong customer service attitude;
- Knowledge of developing technologies, and social media and marketing trends;
- Detailed oriented and organized;
- Flexibility and an aptitude for multi-tasking;
- Familiarity with community engagement and outreach;

Physical Requirements: *Essential job functions require sufficient physical ability to work in an office setting and operate office and library equipment, including the following:*

- CONTINUOUS sitting; upward and downward flexion of neck; fine finger dexterity and light to moderate finger pressure to manipulate keyboard, equipment controls and other office equipment; pinch grasp to manipulate writing utensils.
- FREQUENT side-to-side turning of neck; walking, standing, bending and stooping, pushing/pulling, twisting at waist; moderate wrist torque to twist equipment knobs and dials.
- OCCASIONAL squatting, kneeling; reaching above and at shoulder height; lifting objects weighing up to 20 lbs. from below waist to above shoulders and transporting distances up to 50 feet.
- Ability to work a varied schedule (including evenings and Saturdays).
- Ability to travel between library locations using NOLS vehicle, personal vehicle, or public transportation.

Working Conditions: Duties are generally performed indoors. Evening and weekend hours are occasionally required. Work is performed extensively at a computer work station with periods of prolonged sitting or standing. Work station may be shared with other staff. Work requires frequent interaction with co-workers and with the public. Environment includes normal range of noise, dust and other distractions, working around standard office equipment and specialized library equipment. Facilities are smoke-free; smoking is prohibited in all Library facilities and vehicles.

Compensation: Full-time position (37.5 hours per week). Salary range 16: \$3,975.04 to \$4,831.68 per month. Appointment may be made at any step, dependent on experience and qualifications. Benefits package includes paid vacation, holidays and sick leave; PERS retirement plan and Social Security; partially paid medical insurance coverage available for employee with dependent coverage option by payroll deduction; partially-paid dental insurance coverage available for employee with dependent coverage added at no extra cost; employer-funded Health Reimbursement Arrangement (HRA); employer-paid vision coverage for employee and all family members; employer-paid Employee Assistance Program (EAP); employer-paid life and accidental death/dismemberment insurance, deferred compensation plan available with employer match up to \$30/month; and bilingual pay stipend of between \$40 to \$80 per month, if applicable. Further benefits information can be found at: <https://www.nols.org/employment/>.

Application Procedure: Position is open until filled with applications first reviewed on July 15, 2025. Required application materials for this position include a complete and current NOLS application, a current resume, and a cover letter explaining why you are the best candidate for this position. File names must not include any hyphenation such as dashes or extra periods. Applications should be submitted by email to HR@nols.org.

Applications are not complete unless all elements (cover letter, application, and resume) are submitted, and incomplete applications will not be considered.

This announcement is meant only as a general description and recruitment guide and is subject to change. It reflects the general information considered necessary to describe the essential functions of the job and shall not be construed as an exhaustive statement of duties, responsibilities, or requirements that may be inherent in the job. It is not intended to limit or modify the right of any supervisor to assign, direct, or control the work of employees under his/her supervision. The use of a particular expression to describe duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.

Further, this announcement does not constitute an expressed or implied contract or an offer of employment.

If special accommodations are required during the hiring process, please inform the Executive Director. The North Olympic Library System will consider the possibility of reasonable accommodation for all essential job functions. All Library facilities are smoke-free, and smoking is prohibited in all Library facilities and vehicles. The North Olympic Library System is an Equal Opportunity Employer.