



FAYETTEVILLE PUBLIC LIBRARY

Fayetteville Public Library Marketing Intern (Summer, 2020) Job Description

Exempt: No
Department: Marketing
Reports To: Director, Marketing and Communications
Location: Fayetteville Public Library
Date Prepared: December 3, 2019

GENERAL DESCRIPTION OF POSITION

Assist Marketing Department with development of marketing deliverables, specifically social media content and graphics, to increase awareness and visibility of the library and its brand.

This internship is from June 8 – July 31, 2020 and includes a stipend of \$3,200.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Monitor, engage and develop content on various social media platforms including Facebook, Twitter, Instagram, etc for both the library and the foundation. Assist with photography as needed.
2. Using graphic design skills, assist Marketing Specialist with development of digital and print signage, ads, banners, and other marketing deliverables.
3. Ensure consistency of messaging and branding across all deliverables and platforms.

EDUCATION AND EXPERIENCE

Pursuing or hold bachelor's degree in marketing, public relations/advertising, graphic design or related field, or equivalent combination of education and experience.

ADDITIONAL INFORMATION

All Library positions require customer-focused service to both internal and external customers, flexibility, teamwork, reliable attendance and compliance with all applicable local, state, and federal laws.

Minimum qualifications:

1. Excellent interpersonal skills.
2. Experience with Microsoft operating systems and Office software.
3. Ability to work some nights and weekends.
4. High customer service skills.