

Job Description

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| Position Title | Marketing & Development Intern |
| Organization | Fayetteville Public Library |
| Department | Development |
| Address | 401 West Mountain Street |
| Supervisor Name | Christina Karnatz |
| Supervisor Contact | ckarnatz@faylib.org or 479-856-7140 |

OVERVIEW OF ORGANIZATION

Since its opening in 1916, Fayetteville Public Library (FPL) has strengthened and empowered its community through free and public access to knowledge. FPL strives to be powerfully relevant and completely accessible by providing essential resources, programs, and services to all Northwest Arkansas residents.

Awarded 2005 Library of the Year by *Library Journal*, 2021 Best Public Library by *Citiscapes Magazine* and LEED Silver-NC rating by U.S. Green Building Council, FPL has consistently set the standard for innovation and community building for modern public libraries. FPL offers over 100 programs each month, currently serves almost 80,000 cardholders and recently completed a 100,000 square foot expansion to better serve the needs of a growing and evolving community.

TERMS OF EMPLOYMENT

A. BACKGROUND CHECKS: This position requires the following background checks.

1. Identity verification
 - i. This is the verification of information provided on a completed application, resume or any other submissions used in the hiring process. Information to be verified includes, but is not limited to, identity, social security number and previous addresses.
2. Employment and educational verification; reference checks; and skills testing
 - i. Employment and educational verification - This is the verification of factual data such as start date, end date, job title, dates of graduation, name of school, degree obtained and skills testing.
 - ii. Reference checks - This is the check of qualitative information about the applicant's performance from past employers and colleagues such as how well the person did or where improvements are needed or if the person would be rehired.
 - iii. Skills test - This test includes hands-on and written tests designed to assess skills or knowledge needed for certain jobs, e.g., putting books in correct order on a book truck.
3. Criminal history and sex offender registry
 - i. This screen seeks to determine any criminal history and/or inclusion on a sex registry. If a conviction is discovered, Fayetteville Public Library will closely scrutinize the conviction with respect to the library's policy of ensuring a safe

workplace. A criminal conviction does not necessarily bar an applicant from employment. Before an employment decision is made, a determination will be made whether the conviction is relevant to the position for which the individual is applying, or would present safety or security risks, considering the nature and gravity of the conduct, the nature of the position, and the age of the conviction. Any conviction for an offense set forth in Arkansas Code Annotated § 21-15-102(g) will, however, bar the individual from being offered or continuing an employment or volunteer position at the library.

4. Motor vehicle report
 - i. This report verifies the possession of a valid driver's license and checks the driving record.

B. ELIGIBILITY

1. Be a currently enrolled, undergraduate student who will be returning to college as a full-time (12 credit hours) sophomore, junior or senior in the fall of 2022.
 - i. Student must submit written enrollment verification from their college or university confirming the student's enrollment status to United Way of Northwest Arkansas.
2. All library positions require customer-focused service to both internal and external customers, flexibility, teamwork, punctual and reliable attendance, and compliance with all applicable local, state, and federal laws.

C. WORK SCHEDULE & CONDITIONS

1. This is a full time (35 hours per week) position.
2. Ability to work a flexible schedule as assigned that includes evenings, weekends, and holiday shifts.
3. Ability to tolerate moderate noise that comes from an office environment with typical HVAC performance, constant visitors, telephone calls, computers, and printers and light traffic and the ability to tolerate an increased level of noise during programming events.
4. The following physical activities described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions and expectations.
 - i. While performing the functions of this job, the employee is regularly required to sit, use hands to finger, handle, or feel; frequently required to stand, walk, reach with hands and arms; and occasionally required to climb or balance, stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds; frequently lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision and color vision.
5. This position is not eligible for vacation or holiday leave during employment. If a student is sick, they must notify their host site as soon as possible and work out arrangements with their supervisor.

D. BENEFITS

1. Salary
 - i. The employee shall receive a \$4,200 salary distributed over an 8-week period.

- ii. The employee will be paid \$15 per hour for 35 hours worked each week (as outlined as a requirement in section C. Work Schedule & Conditions) for a 8-week period. Our pay periods run from the 25th to the 24th of each month with pay day falling on the last banking day of the month. Exact payment distribution will be dependent upon exact start date, but there will be at least two payment distributions over the course of the summer.
- 2. Professional development
 - i. The United Way of Northwest Arkansas will provide an orientation and two professional development sessions to the employee.
- 3. Other benefits
 - i. There will not be other benefits during the 8-week period of employment for the intern.

E. EVALUATIONS

- 1. The employee will receive an evaluation of their performance at the end of their employment from their direct supervisor. The evaluation also includes a self-evaluation and program evaluation.

RESPONSIBILITIES

A. POSITION PURPOSE

- 1. As a Marketing & Development Intern, you will assist in a variety of tasks related to internal and external marketing and help in the day-to-day activities of the Marketing & Communications Department. You will support efforts to maintain the voice, messaging, design aesthetic, and external brand of the library so that a positive image is portrayed, and public interest is piqued through various promotional and publicity activities. This includes, but is not limited to, advertising, news media, local and regional media placements, service announcements, self-generated content, and storytelling. You will assist in the management of internal marketing channels such as the library website and social media presence across a variety of platforms as well as the day-to-day media, web, and graphics operations of the Marketing & Communications Department.
- 2. You will also assist with a variety of tasks related to institutional giving and help in the day-to-day activities of the Development Department.

B. DUTIES

- 1. Prepare graphic and typographic elements to effectively communicate information about library events and updates, including monthly press releases and patron newsletters.
- 2. Communicate with necessary departments to ensure publicized messaging is aligned with established objectives.
- 3. Search for and ensure licensing of appropriate stock images for specific graphic needs.
- 4. Develop graphics and alter existing images for a variety of platforms, such as web, social media, and video.
- 5. Comply with logo guidelines and maintain library brand in design work.
- 6. Assist in the execution of marketing requests from FPL departments. Review requests for accuracy and inform other members of the marketing & communications team.

7. Communicate with internal departments to understand the best marketing to satisfy their needs and make appropriate recommendations.
8. Solve problems, identify concerns, and communicate with marketing & communications and/or development team to facilitate resolution as required.
9. Provide support to marketing & communications and development team and assist with day-to-day tasks and activities as needed.
10. Assist with creation and maintenance of strategic content calendars.
11. Act as a voice of the brand across all library social media platforms by nurturing engagement through posting, liking, commenting, sharing, responding to DMs, etc. in conjunction with FPL staff across departments.
12. Help create engaging content for all library social media platforms and update website as needed.
13. Monitor analytics with team to identify viable ideas and areas to optimize.
14. Research developing social media tactics and new digital trends to stay updated on changing communication technology.
15. Assist with data management in customer relationship management system (CRM).
16. Research and assist with donor cultivation and stewardship in CRM.
17. Assist with event planning and facilitation of Foundation special events. Attend sponsored/partnered programs as needed.
18. Display excellent time management skills, attention to detail, problem solving skills, strong organizational skills, and the ability to work proactively to balance multiple tasks and prioritize work. Complete work at an appropriate pace with a sense of urgency.
19. Assume personal responsibility for building maintenance and solving minor issues and problems.
20. Conduct special projects and perform any other related duties as required or assigned.

C. COMMUNITY IMPACT

1. As a Marketing & Development Intern, you help create an experience that makes our community say, "I love Fayetteville Public Library!" When you work at FPL, you are working alongside a dedicated team that brings their passion and pride to all that they do. You share your technical and product knowledge with customers and other staff, contributing to the overall success of the library. You relate easily to others, building rapport and collaborative relationships with both staff and customers. You can communicate and interact with all customers, create a welcoming and inclusive experience, are a good listener, and enjoy working with people. You have a passion for what you do and enrich the customer's experience by using your knowledge to determine the customer's needs and exceed their expectations.

QUALIFICATIONS

B. MINIMUM QUALIFICATIONS

1. Pursuing or hold bachelor's degree in marketing, public relations/advertising, graphic design, related field, or equivalent combination of education and experience.
2. Intermediate computer skills and knowledge of office productivity software.

3. Experience in Adobe Creative Suite, InDesign, Illustrator, and Photoshop and ability to create basic design, layout, and edit.
4. Experience with social media platforms, especially Facebook, Instagram, Twitter, and LinkedIn, as well as willingness to learn new social media platforms.
5. Basic math skills, including ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and prepare and interpret graphs.
6. Excellent written and oral communication skills, including the ability to write reports, business correspondence, and effectively communicate information and respond to questions in person-to-person and small group situations with clients, customers, and other employees of the organization.
7. Basic reasoning skills including the ability to solve practical problems and utilize common sense understanding to carry out written, oral, or diagram instructions.

C. OTHER SKILLS AND ABILITIES

1. Perform both independently and as an effective and valued team member.
2. Strong organizational, time management, and interpersonal skills.
3. Work on multiple projects with frequent interruptions and tight deadlines.
4. Must have significant initiative and drive.
5. Experience with donor management software (e.g., Salesforce) a plus.
6. Ability to provide own cell phone.
7. Multilingual skills a plus.

LEARNING OBJECTIVES

A. CAREER DEVELOPMENT

1. Intern will gain working knowledge and understanding in the following areas:
 - i. Nonprofit management, marketing, fundraising, and communications.
 - ii. Experience working in and with tools and practices commonly used in an office environment, especially those common in marketing, communications, and development fields.

B. SKILL DEVELOPMENT

1. Intern will have opportunities to strengthen skills in the following areas:
 - i. Project management, time management, collaborative teamwork, effective and engaging communication, graphic design, social media management, data interpretation and visualization, data management, donor cultivation and stewardship, and others.

C. PERSONAL GROWTH AND DEVELOPMENT

1. Intern will have opportunities for personal development in the following areas:
 - i. Applying textbook knowledge to workplace realities, providing a deeper understanding of classroom concepts and future career options.
 - ii. Relationship building and networking for personal and professional objectives.
 - iii. Increased confidence, self-esteem, work experience, and critical thinking skills.