



## NOTICE OF JOB VACANCY

**Location:** Central Library, Development & Communications Department  
**Position Title:** Library Marketing Manager  
**Job Group/Salary:** Managerial-Confidential, \$65,000  
**Appt Type:** Provisional\*  
**Posting Date:** April 17, 2024

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### MINIMUM QUALIFICATIONS:

- A) Bachelor's Degree in marketing, communications, public relations, or related field and ten (10) years of experience in marketing, public relations, or related field; or
- B) Master's Degree in marketing, communications, public relations, or related field and five (5) years of experience in marketing, public relations, or related field; or
- C) An equivalent combination of training and experience as set by the limits of (A) and (B).

*NOTE: Verifiable part time and/or volunteer experience will be pro-rated toward meeting full time experience requirements.*

### SAMPLE DUTIES (illustrative only):

- Develop, implement and evaluate marketing plan and strategies to promote and market the services and offerings of the B&ECPL;
- Coordinate all aspects of external marketing for the libraries located in the City of Buffalo;
- Establish and manage the marketing budget;
- Direct social media, print advertisements, radio, and other promotional pieces;
- Work with libraries system-wide to convey a coordinated message and raise the level of community awareness and perception of libraries and library services;
- Create and implement policies relating to system-wide marketing and advocacy;
- Develop methods for monitoring, tracking, and analyzing metrics and key performance indicators; survey patron satisfaction;
- Represent the library in community initiatives;
- Support and perform other duties as assigned by the Assistant Deputy Director, Development & Communications.

### SPECIFIC REQUIREMENTS:

Thorough knowledge of marketing principles, practices and techniques; public relations; strategic planning; data and market analysis; editing, copywriting, and publicity strategies. Demonstrated experience and skills working with media and community organizations; effective management and leadership, project management and planning; use of standard Microsoft products (Word, Excel, etc.) and videoconferencing platforms. Strong written and oral communication skills; ability to work effectively with diverse groups of staff, volunteers, trustees, and the general public. *Work is onsite with occasional travel within in Erie County. Some evening and weekend work may be necessary.*

### HOW TO APPLY:

Please submit resume and cover letter by **May 8, 2024** to [hr@buffalolib.org](mailto:hr@buffalolib.org) or to:

Judy Fachko, Assistant Deputy Director, Human Resources  
Buffalo & Erie County Public Library  
1 Lafayette Square  
Buffalo, NY 14203-1887

*Please note that candidates must reside in Erie County for at least 30 days at the time of appointment.*

\* Competitive position – Must have a reachable score on upcoming Civil Service Exam to remain in position.

*The Buffalo & Erie County Public Library is an equal opportunity employer and is committed to workplace diversity.*