



Marketing and Communications Associate

New Canaan Library Mission

To be an essential place for lifelong learning and a vibrant hub for knowledge, culture and connection for everyone in the community.

Role Overview

This position is responsible for the creation of marketing materials, social media assets and coordination initiatives to support New Canaan Library's programming, donor and customer service needs. Reporting to the Manager of Development & Communications, this full-time position is in-person up to 35 hours per week, with some nights and weekends as necessary.

Responsibilities

- Create a weekly email newsletter and dedicated Eblasts which adhere to the Library's style guide; monitor analytics and results
- Create marketing collateral for communications and public relations efforts including Instagram stories and reels, printed materials, and website landing pages following Library style guidelines
- Liaise with operational team leaders to stay current with all Library activity across adult and children's programming, special events, and development efforts
- Photograph key events /programs and help format assets for various marketing materials
- Manage the Library's social media accounts including posts and stories, collaborator requests, story mentions, and comments.
- Assist with scheduling the Library's Communications calendar and recommend pacing of social media posts, newsletters, Eblasts, and other communications
- Update website content as needed and create graphics for landing pages
- Create written and visual assets within style guidelines and utilize existing brand templates to maintain consistent and professional external communications; help guide staff towards these models
- Work with leadership team to create annual fund and special events cultivation calendars

Skills & Attributes

- Excellent interpersonal, written and verbal communication skills
- Highly organized and detail/process oriented; creative, flexible and reliable team-member
- Ability to maintain confidentiality and handle sensitive donor information with discretion
- Ability to manage multiple projects independently and manage multiple shifting priorities
- College degree and relevant work experience preferred
- Willingness to quickly learn new software platforms needed to create creative content

Qualifications & Experience

- Knowledge of social media platforms including Instagram and Facebook, willingness to learn Meta Business Suite and other content management tools
- Proficiency in Microsoft Office suite
- Prior experience in Canva, Constant Contact, Adobe InDesign/Photoshop, Squarespace or email marketing platform experience a plus
- Prior HTML, web, graphic design, or video editing experience a plus

Benefits and Compensation

\$60,000 annually + competitive benefits