

JOB DESCRIPTION

1. JOB TITLE:

Marketing & Communications Officer

2. JOB TYPE:

Full-time (36 hours per week)

3. REMUNERATION:

Grade AA2 – EGI (£35,614 – £46,339), commensurate with experience

4. RESPONSIBLE TO:

Head of Marketing & Customer Services

5. OVERALL PURPOSE OF JOB:

To promote the Library's role at the heart of the community by developing creative campaigns, promoting service initiatives, leading events, and raising the Library's profile as a hub for culture and learning.

6. KEY RESPONSIBILITIES:

Marketing & Digital

- Support the Head of Marketing & Customer Services to develop and implement the Library's marketing strategy, with a focus on increasing usage, membership, and community engagement.
- Manage the Library's social media accounts, creating engaging content and effective promotional campaigns.
- Write compelling copy for the Library website, blog, email newsletter, and other communication channels.
- Create high-quality graphics, photography, video, and other digital assets.
- Tell stories about the Library and how the service enriches people's lives.

Communications & PR

- Prepare press releases and be a point of contact for the media, including radio and television interviews as required.
- Monitor and respond to messages received through the Library's generic email address and social media platforms, ensuring they're handled promptly and according to service policy.
- Support internal communications across the organisation, ensuring staff and stakeholders are informed about the latest events and service initiatives.

Monitoring & Evaluation

- Collect data and statistics to measure success and support onward communication of Library performance.
- Prepare regular reports on marketing activity and outcomes.
- Manage research projects to inform improvements to the Library's customer experience, including surveys and internal campaigns.

Events

- Plan, organise, and lead the delivery of events, including book clubs, Library tours, and author talks.
- Develop and diversify the Library's events programme.
- Work with external partners to coordinate key events in the Library calendar, including the Guernsey Literary Festival.

JOB SPECIFICATION

This post carries a wide range of responsibilities – as such, the ideal candidate will be highly organised, will have excellent communication skills, and will be willing to work flexible hours, including occasional evenings and weekends, to participate in events and meetings as required.

Essential:

- Proficiency in digital communications, including social media management and content creation.
- Creative skills in photography, graphic design, and video production.
- Strong writing, editing, and proofreading skills.
- Strong organisational and project management skills.
- Ability to work collaboratively and to build positive relationships with colleagues, partners, and stakeholders.
- Ability to be resourceful, remain calm under pressure, and exercise initiative.

Desirable:

- Experience working in marketing, communications, or public relations.
- Experience of media relations and confidence appearing on radio and television.
- Understanding of public libraries and the role they play in the community.