Volunteer Job Title: Marketing Coordinator

Term of office: Appointed by Section President for a renewable one-year term. Start and end dates coincide with the NYLA Annual Conference.

Election cycle: This position is not an elected office.

Position Overview and Impact:
As FLS/NYLA develops professional development opportunities, both in-person and virtual, careful attention must be given to timely promotion to encourage attendance and participation at these events. Traditional avenues of marketing are articles in the Section’s “Friends News and Notes” quarterly newsletter, the Section webpage, regional mailings, posting to regional library-related listservs, and direct e-mail marketing to participants from past FLS events. Beyond the NYLA Annual Conference, other periodic events include regional training sessions to start and sustain Friends groups, meet-up discussions with FLS Board members, and webinars. Targeted and well-timed marketing efforts are needed to reach both FLS members and those not yet members of NYLA.

Key Responsibilities:
1. Communicate with key collaborators (FLS President, project director for webinars, annual meet-up coordinator, et al.) about assistance needed to promote attendance at FLS events and professional development opportunities year-round
2. Develop, update, and maintain regional library councils’ contact lists used to promote FLS activities. Develop working relationship with councils’ contacts.
3. Develop and distribute targeted marketing initiatives to public library systems and Friends groups in the region of the FLS activity. Utilize and refine checklists for recordkeeping.
4. Contribute articles to FLS newsletter in suggested format with standardized messages if requested by newsletter editor.
5. Investigate potential avenues of public relations and marketing, including opportunities nationwide.
6. Optional: Attends all Executive Board meetings.

Qualifications:
1. Experience with public relations, communications, and marketing protocols
2. Ability to plan long range and meet deadlines in a timely manner
3. Willingness to develop contacts in the library community across New York State to identify regional Friends organizations
4. Time management skills

Volunteer’s Primary Contact: FLS President
**Training and Support Provided:**
The FLS President will mentor this volunteer. Resource lists of e-mail contacts and work checklists currently developed will be provided along with sample media releases, e-mail communications, etc.

**Collaborators:**
1. FLS President
2. FLS Representative to NYLA Communications Committee
3. FLS Representative to NYLA Continuing Education Committee (and presently, Webinar Project Director)
4. Chair of the FLS Communications Committee. Chair currently serves as FLS newsletter editor and Section web editor.
5. Section Conference Curator and Assistant Conference Curator (as needed)

At this time, promotion of Section awards and scholarships does not fall under this position. Individual coordinators for these FLS initiatives are responsible to develop promotional content to market the awards and solicit nominations.

Promotion of the FLS program and event offerings at the NYLA Annual Conference generally falls to the Section Conference Curator (First Vice President/President Elect) and may be delegated to the Assistant Conference Curator. Further assistance could be provided by the Marketing Coordinator as requested.

**Time Commitment:**
Varies. Average 3-4 hours per month. Work is primarily accomplished online via e-mail.

**Length of Commitment:**
One year appointment. Appointment is renewable.

**Benefits of Volunteering:**
1. Developing contacts statewide to support Friends of Libraries at the state level.
2. Enhancement of knowledge, skills, and abilities in the arena of marketing to community volunteers and library staff.

**Contact Person:**
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