

ROLE DESCRIPTION

Media, Marketing and Publicity Lead: (this role may be shared between 2 people)

In order to ensure that all Library activities are effectively publicised, the Media, Marketing and Publicity Lead will ensure the further development of the Library's on line, social media and print based publicity material.

Specific responsibilities:

- To manage and maintain the Library's web site, ensuring that the web site is updated on a regular basis
- To maintain a strong presence for the library on all social media platforms
- To liaise with other Library Leads, especially the Events Co-ordinator, and volunteers to identify publicity and marketing needs.
- To be responsible for the development of designs and artwork for print based marketing materials, including posters, flyers etc
- To liaise with printers to ensure the efficient and timely production of all print based materials
- To coordinate the use and distribution of print based marketing materials
- To liaise with the Press and other external agencies, where required, in the marketing of Library activities
- To contribute to the evaluation of all Media, Publicity and Marketing activities