



November 12, 2025

Farmington Community Library is proud to be a welcoming space for everyone in the Farmington and Farmington Hills community. Both FCL locations serve as public spaces for ideas, create collaboration between neighbors and businesses, and offer services that meet community needs. The library actively seeks individuals whose commitments and contributions will advance our mission to be a diverse and equitable organization. We seek applicants from all backgrounds to ensure we get the best, most creative talent on our team and reflect the community we serve.

POSITION: Marketing Coordinator (Full-Time Non-Exempt)

HOURS: 40 hours per week, including days, nights, and weekends on a flexible basis

DESCRIPTION: We are seeking a Full-Time Marketing Coordinator to help imagine and execute engaging and creative content for the Library's social media, website, and various other communication platforms. In this role you will be responsible for researching and turning content ideas into marketing materials that support community outreach and library programming while maintaining best practices for accessible content. The position will report to the Marketing and Community Relations Director.

RESPONSIBILITIES:

- Assisting in the preparation and distribution of marketing materials, including brochures, flyers, and digital assets.
- Accepting feedback on marketing materials, making edits, and resolving minor conflicts over content as needed.
- Creating and publishing social media posts according to the established social media content calendar.
- Conducting both on-site and off-site video and photo shoots.
- Using critical thinking skills to imagine creative solutions for complex content that needs to be marketed in an accessible manner.
- Prioritizing marketing projects based on organizational goals and daily/weekly deadlines.
- Participating in developing creative marketing strategies for library programs and services.
- Responding to social media comments and messages in a timely manner.
- Proofreading marketing content for errors and omissions.
- Overseeing equipment upkeep and appropriate use of marketing equipment.
- Other duties as assigned.

MINIMUM REQUIREMENTS:

- Bachelor's degree and a minimum of 1 year experience in a marketing or communications role (internships/work studies are accepted as work experience) OR Associates degree combined with 2 years of professional experience in a marketing or communications role.
- Knowledge of social media trends, hashtags, and engagement strategy.
- Strong copywriting skills.
- Proficiency in Adobe Creative Suite Applications.
- Experience in creating engaging content on different social media platforms—TikTok, Facebook, Instagram, and YouTube.
- Ability to manage multiple projects with varying priorities simultaneously.
- Attention to detail, grammar, and spelling.
- Ability to maintain established brand standards.
- A positive and enthusiastic approach to public library service.
- Excellent customer service skills, including over the phone, online, and in-person.
- Proficient in the use of technology including Microsoft Office Suite.
- Ability to quickly understand and utilize new systems, technologies, and processes.
- Effective oral and written communication skills, including the ability to explain more complex facts/instructions to intended audience.
- Ability to apply critical thinking skills to identify issues, investigate possible solutions and outcomes, solve problems, and make decisions.
- Ability to follow organizational priorities, manage time effectively, set daily/weekly tasks, and demonstrate an attention to detail and flexibility.
- Ability to work with diverse audiences, maintain effective working relationships, and resolve minor conflicts.
- Ability to positively impact and improve the experience for patrons.
- Ability to consistently produce high-quality work with minimal errors, avoiding disruption or the need for rework.
- Ability to understand and correctly interpret Library policies and procedures.
- Ability to maintain confidentiality of private information in accordance with the Library Privacy Act.



PREFERRED REQUIREMENTS:

- Experience working with community organizations that serve a diverse population.

SALARY: \$46,100

BENEFITS: Vacation, sick leave, personal leave, and holidays, defined contribution plan

APPLICATION: Application, cover letter, and resume accepted until 5 p.m. on Friday, November 28, 2025.

To:

Farmington Community Library

Attn: Crystal Peterson

32737 W. Twelve Mile Road

Farmington Hills, Michigan 48334

Electronically to: Crystal.Peterson@farmlib.org

Farmington Community Library

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