**Staff Position Posting**

**GBL Marketing Project Coordinator**

**Department:** LITS: Goizueta Business Library, Emory Libraries

**Salary:** Commensurate with qualifications and experience

**Position Availability:** Immediately (Part-time position; 20 hours per week)

**Job Description**

Reporting to the Goizueta Business Library (GBL) Executive Director, the Marketing Project Coordinator provides creative design work, website maintenance, and other support for the Library’s programs and projects. Coordinates, creates, and manages a variety of graphics design work for programs and projects. Consults with staff to determine their graphic design needs. Uses sophisticated design applications to create vector images and to scan and manipulate photographic images. Creates and maintains some areas of the website using web authoring and web publishing software. Troubleshoots specific website sections for which there is responsibility. Provides administrative coordination for department programs and projects. Performs related responsibilities as required to support staff.

**Professional Responsibilities**

**A. Marketing Materials/ Special Projects**

*Marketing Materials* - Provides creative design work for library programs and projects for both internal and external audiences under the direction of the GBL Executive Director and the business librarians.

1. Designs promotional, marketing, and directional materials for GBL services, programs, and databases including, but not limited to, the following:
   i. desk top instructional signage;
   ii. computer monitor promotional images;
   iii. mouse pad marketing inserts;
   iv. database and program promotional wall posters;
   v. book jacket covers for Career books and New Business Book promotional displays;
   vi. GBL and GBS digital monitors to promote GBL databases, classes, and other programs;
   vii. All GBL and GBS promotional and marketing materials for the Fall and Spring Business Essentials classes
   viii. GBL’s lead on the LITS Library Digital Signage Committee; includes attending meetings and engaging with the committee members, learning how to use the 4-WINDS software, creating marketing visuals for GBL’s display monitor, etc.
   ix. Co-lead maintaining GBL’s HR page on the LITS’ Intranet/website
   x. Additional materials as needed.

*Special Projects* - Performs all other Business Librarian requests for special projects as needed.

a. Designs artwork for marketing special projects.
b. Coordinates the compilation of program statistics for reports and award certificates for Business Essentials classes in GBL utilizing databases, spreadsheets, and other applications; works closely with the Business Essentials Lead Business Librarian as needed.
c. Handles additional requests for special projects as needed.

B. GBL Website

Creates, maintains, and troubleshoots specific sections of the GBL website for which there is responsibility using web authoring and web publishing software.

c. Creates Business Kindle images and uploads images to Business Kindle content box.
d. Maintains Library hours page on website.
e. Sizes and uploads new staff photos and bios on staff profiles page.
f. Modifies Business Book Summaries database links received in email and distributes to librarians on Outlook and Yammer for distribution to librarians’ student communities.

C. GBL Administrative Coordination

Provides administrative coordination for library within GBL under the direction of the GBL Executive Director and team.

1. Facilities
   a. Facilities public and staff work areas to insure an orderly space, i.e. straightens and clears tables, refills supplies, waters plants, etc.
b. Maintains telephone voice recording during spring, fall and intersessions.

2. Financial
   a. Orders a range of office supplies and other essentials through Emory Express - Emory’s Finance Division-Procurement and Pay system. Orders supplies for staff breakroom and occasional receptions, food for staff lunches, etc. Responsible for this position’s P-card expenditures and reconciliation of expenses through Emory’s Finance Management System.
b. Researches and obtains vendor bids for GBL services and supplies through Emory Express.

3. Human Resources
   a. Orient new GBL librarians and hourly employees with office equipment, supplies, and other tasks as needed; creates and orders new employee office signage, name tags, and business cards.

4. GBL Administrative Coordination
   Manages and coordinates support services for program initiatives including, but not limited to, the following:
   a. Coordinates and maintains the GBL whiteboard master calendar and Outlook shared master calendar for the Library; sets up weekly staff meetings for the calendar year, invites recipients, and secures meeting rooms. Records librarians’ Reference Desk and Business Essentials schedules each semester on the Outlook shared master calendar.
b. Reserves electronic classrooms and conference rooms at the direction of the GBL team and students and provides support as needed. Stores and organizes various documents on the staff directory (Z Drive), including, but not limited to, the following: logo files; database and programs promotional design files; desk top files; mouse pad files; note paper files, database proxy forms, group study room statistics, etc.
c. Monitors changes in Woodruff Building hours and GBL reference desk hours and posts those hours to appropriate areas, i.e., Reference Desk and GBL website.

5. Other duties
6. Performs other duties as assigned.
7. Serves on library planning committees and participates in library and university events.

Library Required Qualifications
These qualifications are required by the library in addition to the minimum required qualifications of the University listed above.

- Minimum 2 years of experience and demonstrated expertise in creating a variety of graphics design work.
- Excellent project management skills to manage and maintain coordination of multiple projects.
- Demonstrates proficiency and capabilities with Mac/PC computers and software applications and the Web. Working knowledge of standard computer office applications such as Microsoft Outlook, Word, Excel, PowerPoint; and some proficiency using professional visual design applications such as Adobe Illustrator, Photoshop, Fireworks, and InDesign.
- Attention to detail, demonstrated capacity for carrying out multiple tasks simultaneously in an accurate manner, and ability to check own work for accuracy.
- Demonstrates sound judgment and ability to work independently, set priorities and maintain them, and follow through on assignments.
- Ability to be proactive, flexible, and collaborative.
- Ability to gather and analyze data and prepare reports.
- Ability to build cooperative, effective working relationships with university and library. Ability to work harmoniously and as a team player; thrive in a team-based environment; and foster teamwork among others.

Library Preferred Qualifications

- A bachelor’s degree in fine arts, graphic design, or a related field. Two years of digital art making, 2-dimensional design, or related experience.
- Working knowledge of vector images and the ability to manipulate images in photo applications.
- Recent and relevant experience working with company branding, advertising, marketing, or public relations campaigns.
- Ability to move easily between creative design work and administrative coordination.

University Minimum Required Qualifications

Bachelor's degree in a field related to the program and two years of related experience or an equivalent combination of education, training and design experience.

University Job Summary Statement

Coordinates and creates a variety of graphics design work. Consults with clients to determine their graphics design needs. Uses software to scan and manipulate photographs and illustrative images. Selects print, paper and other related materials. May prepare layouts and color compositions and submit to customer for preliminary approval. Performs related responsibilities as required.

Diversity Statement

Emory Libraries recognize diversity, equity, and inclusion as core values integral to achieving our mission to enrich the quality of life and advance intellectual discovery by connecting people of diverse backgrounds and experiences. We champion an inclusive work environment through competency training, reassurance of personal growth, restorative communication practices, and diverse recruitment and retention. We offer exhibits, collections, programming, and research assistance that speaks to the rich needs and identities of patrons from the Emory community and beyond. We encompass opportunities that strengthen these values. We invite you to bring your true self to the library and feel welcomed when you arrive.
Application Procedures

Interested candidates should review the applications requirements and apply online at

https://staff-emory.icims.com/jobs/39504/goizueta-business-library-marketing-project-coordinator/job

Review of applications will continue until position is successfully filled. Emory is an Equal Opportunity/Affirmative Action Employer that welcomes and encourages diversity and seeks applications and nominations from women and minorities.

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