

**Petoskey District Library**

Job Description

June 2026

**Programming & Marketing Manager**

Supervised By: Library Director  
FLSA: Exempt  
Salary Range: \$44,500 - \$66,500

We are passionate about building and sustaining an inclusive and equitable environment for all staff and patrons. We believe every team member enriches our overall strength by exposing us to a broad range of ways to understand and serve our community.

**General Summary:**

The Programming & Marketing Manager is a full-time position and serves as part of the library's management team to produce the highest quality of service to the public. This full-time position is responsible for creating marketing and publicity materials for the library, in conjunction with other staff members. This position also plans and implements adult programs, classes and events in partnership with other adult services staff.

**Essential Job Functions:**

An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily, including:

1. Improve communication with users about library services, programs and resources using social media, the library website, newsletters, and other digital and print communication channels.
2. Create graphics to assist in promoting library programs
3. Act as liaison between staff and print newsletter creator, in creation of our quarterly newsletter.
4. Initiate, plan, and conduct a variety of programs and activities to encourage the use of the library by adults, in conjunction with other adult services staff.
5. Coordinate the overall library program plan with other departments.
6. Work with other departments as the leader for participating in community wide events, such as Open Houses and New Year's Eve.
7. Conduct surveys regarding current and future programming needs.
8. Perform notary duties as needed (training and certification provided)
9. Public service desk assignment as needed, including one supervisory weekend per four and assigned building supervisory duty one day per week.
10. Perform related work as required

### **Required Knowledge, Skills, Abilities and Minimum Qualifications:**

The requirements listed below are representative of the knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the job.

- Bachelor's Degree in Marketing, preferred
- Ability to establish effective working relationships and use good judgment, initiative and resourcefulness when dealing with the public and library employees
- Experience in planning and delivery of educational and entertaining programs and in developing community collaborations and partnerships is highly preferred.
- General knowledge of computers and software is essential, with specific knowledge of Microsoft Office products.
- Ability to work a flexible schedule, including nights and weekends and attendance at library programs
- Ability to meet complex deadlines and thrive in a multi-tasking role, effectively balance daily tasks with unexpected, time-sensitive requests from patrons and staff
- Ability to understand and follow complex oral and written instructions and carry them out independently
- Ability to effectively communicate and present ideas and concepts orally and in writing
- Skill in the operation of standard office equipment
- Prior experience working in libraries is preferred

### **Physical Demands and Work Environment:**

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to reach with hands and arms, and use hands to finger, handle, or feel. The employee must frequently lift and/or move light weight objects. Specific vision abilities required by this job include close vision, color vision and ability to adjust focus. While performing the duties of this job, the employee regularly works in a library setting. The noise level in the work environment is usually quiet to moderate.

*The above is intended to describe the major responsibilities and requirements for this position. It is not to be construed as an exhaustive statement of all duties, responsibilities or requirements.*