



JOB POSTING

#31-21

Title: Digital Marketing Associate, Full-time (Analyst Trainee)

Salary: \$41,862

Location: Burlington County Library, Marketing Department

Open: 11/19/21

DESCRIPTION

The Burlington County Library System is looking for a tech-savvy and self-motivated digital marketing associate to join their team. This team member will be responsible for developing, implementing and optimizing the library's digital outreach and engagement efforts. This role will work closely with the marketing and outreach teams, including the Virtual Library Manager, to optimize search engine marketing, advertising and more.

As a member of the team the digital outreach associate will:

- Create, execute and maintain Newsletter/email strategy
- Manage the library's digital community engagement software platform
- Support efforts around Google AdWords, search optimization and social advertising
- Collaborate with marketing team members to support digital content creation, workflow and monthly distribution schedule
- Align digital marketing tactics with outreach teams
- Conduct competitive and industry research to gain insight new/innovative approaches
- Gather statistics, provide monthly analytics reports
- Work on other duties as assigned

SCHEDULE

37.5 hours per week during library business hours.

REQUIREMENTS

- Knowledge or experience with CRM/marketing automation tools, web analytics, Google Analytics, Google Ads
- Working knowledge of Adobe Design
- Drupal/HTML Experience a plus
- Excellent time management skills and ability to meet deadlines
- Ability to work independently as well as in partnership with a team
- Ability to effectively communicate in both written and verbal forms
- 1-year experience preferred
- Bachelor's degree from an accredited college or university with major coursework in Marketing, Communications or a closely related field is required.

WE OFFER

Medical, dental, prescription coverage, retirement program, group life insurance, deferred compensation, credit union, paid sick, vacation, personal and holiday leave.

Please submit a cover letter and resume, including **job #31-21** by **12/6/21** via email to jobs@bcls.lib.nj.us