



Foundation

MADISON PUBLIC LIBRARY

Position: Wisconsin Book Festival Communications Associate

Reports to: Wisconsin Book Festival Director

Job purpose: WBF Communications Associate will provide project management and implementation of all communications related to the Wisconsin Book Festival.

Non-discrimination: Madison Public Library Foundation is committed to a policy of Equal Employment Opportunity and will not discriminate against any applicant or employee based on race, color, religion, creed, national origin, ancestry, sex, age, physical or mental disability, veteran or military status, genetic information, sexual orientation, gender identity, marital status, or any other legally protected basis under federal, state, or local laws, regulations, or ordinances. Applicants with disabilities may be entitled to reasonable accommodation under the terms of the Americans with Disabilities Act, and certain state and local laws.

Mission: Madison Public Library Foundation mobilizes the Madison community to continuously improve, promote and support Madison Public Library.

Vision: The foundation strives to equip Madison Public Library with robust resources to deliver outstanding services, facilities and programs that meet the Madison community's needs.

Mission of Wisconsin Book Festival: Dynamic author events; for you and for free.

DUTIES & RESPONSIBILITIES

- Maintain and grow the WBF brand and mission
- Organize WBF team meetings to review communications efforts
- Assist in the development of the year-round strategy for promotion of WBF events
- Create annual plan for promotion and publicity spending
- Set schedule to coordinate paid advertising, including building relationships with media and negotiating year-long paid ad buys
- Purchase and implement online ads, including Facebook boosting, paid Facebook ads, YouTube ads, Instagram ads, and other online ads as plan allows
- Assist with festival events, including four-day celebration in October
- Create and enter event surveys from WBF patrons
- Send event information to local media for calendars
- Track and add media highlights to website
- Share content for email newsletter with library's marketing team for regular email newsletter
- Maintain festival website, including posting of events, sponsor information and creating/editing other content as needed

- Create events on library website calendar
- Work with graphic design consultant to create all print, signage, social or digital materials
- Create and boost Facebook events for each WBF event
- Create posts for WBF for events, articles and other content on Facebook, Instagram, and Twitter

SKILLS & REQUIREMENTS

- A bachelor's degree or equivalent with 1-2 years' experience
- Palpable excitement for the foundation and Wisconsin Book Festival's missions, with the ability to effectively promote the organizations' value to diverse constituents.
- Ability to work seamlessly with staff, board members, donors, volunteers, members of the library, consultants and the community
- Exceptional attention to detail in daily work
- Demonstrated success in project management
- Excellent communication skills, both written and oral, and ability to work with digital communication
- Proven commitment to diversity, equity and inclusion values

SALARY & HOURS OF WORK

Communications Associate is an hourly position working 20 hours weekly, with a salary range of \$23-25 per hour. The position requires work during the regular business days as well as during evenings and weekends as needed. Position includes holidays and paid time off.

PHYSICAL REQUIREMENTS/WORK ENVIRONMENT

- Adequate hearing is required to hear/talk with other employees in person and on the telephone
- Work requires the use of computers with exposure to monitors, keyboards, mouse
- Position requires long periods of standing, bending and walking, and frequent use of stairs
- Ability to maintain focus for a long period of time
- Ability to occasionally lift and carry items weighing up to 40 pounds
- Ability to attend and participate in off-site indoor and outdoor events at various locations in and around Madison, Wis., as well as within the United States
- Ability to work from the library's business location
- Work is also performed in an office setting with frequent interaction with coworkers and external partners.

Interested applicants should email resume, cover letter and a professional writing sample to Conor Moran at cmoran@mplfoundation.org. Application deadline is May 20, 2022.

04/21/2022