



Foundation

MADISON PUBLIC LIBRARY

Position: Wisconsin Book Festival Communications & Events Associate

Reports to: Wisconsin Book Festival Director

Job purpose: The Wisconsin Book Festival Communications & Events Associate will provide project management and implementation of all communications and events planning and execution 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

- Plan, write, and coordinate content with library's marketing team for regular email newsletter and all festival communications
- Maintain festival website, including posting of events, sponsor information, and creating/editing other content as needed
- Maintain and adhere to the festival's written and design style guides to grow the festival brand and mission
- Create posts and graphics for festival events, articles, and other content on Facebook, Instagram, X, and Crowdcast
- Create and boost Facebook events for each festival event
- Purchase and implement online ads, including Facebook boosting, paid Facebook ads, YouTube ads, Instagram ads, and other online ads as plan allows
- Track and add festival media highlights to the website, sharing on social media, etc.
- Assist in the development of the year-round strategy for social media and digital promotion of festival events
- Assist with festival events, including four-day celebration in October

- Update and edit festival survey as needed, coordinate data and review for relevant trends promptly after WBF events and provide year-end analysis for festival annual report
- Manage recording of live WBF events and digital archiving
- Other duties as assigned.

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 and social communication platforms

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 Jane Rotonda, jrotonda@mplfoundation.org. Application deadline is February 15, 2024.

01/24/2024