



Foundation

MADISON PUBLIC LIBRARY

Position: Wisconsin Book Festival Communications & Events Coordinator

Reports to: Wisconsin Book Festival Director

Job purpose: The Wisconsin Book Festival Communications & Events Coordinator 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 that are free and open to the public, celebrate books, spark conversation, and build community.

DUTIES & RESPONSIBILITIES

EVENTS

- Actively assist in the facilitation of all Wisconsin Book Festival (WBF) events throughout the year at Central Library and off-site venues with a particular focus on events during the four-day celebration in October
 - Duties during events will include but are not limited to: preparing spaces for events, setting up and taking down event materials, assigning jobs to volunteers, receiving guests, interacting with booksellers, setting up and testing tech, passing audience mic, taking photos and videos during the event, posting content, etc...
- Manage recording of live WBF events and digital archiving
- Coordinate with WBF Volunteer Coordinator on the scheduling and training of volunteers
- Assist director with facilitation of WBF Ambassador meetings, correspondence, and event planning

- 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

COMMUNICATIONS

- Maintain festival website, including posting of events, sponsor information, and creating/editing other content as needed
- Plan, write, and coordinate content with library's marketing team for regular email newsletter and all festival communications
- Create social media posts and graphics for festival events, articles, and other content on Facebook, Instagram, Crowdcast, and YouTube
- Create and boost Facebook events for each festival event
- Purchase and implement online ads, including Facebook boosting, paid Facebook ads, Instagram ads, and other online ads as plan allow
- Collaborate with Foundation's Communications Manager & on press releases, media alerts, and pitching book festival event coverage to local and state-wide news outlets
- Support the Festival's advertising plan by coordinating deadlines and ad focus with the Communications Manager & Graphic Designer as well as providing event details and writing ad copy
- Track and add festival media highlights to the website, social media, etc.
- Assist in the development of the year-round strategy for social media and digital promotion of festival events
- Maintain and adhere to the festival's written and design style guides to grow the festival brand and mission
- Other duties as assigned

SKILLS & REQUIREMENTS

- 1-2 years' experience in a communications role or a bachelor's degree in a related field
- Enthusiasm for Madison Public Library Foundation's and Wisconsin Book Festival's missions, with the ability to effectively promote the organizations' values to diverse constituents.
- Ability to work independently, and proactively with staff, board members, donors, volunteers, members of the library, consultants, and the community
- Exceptional attention to detail and organization in daily work
- Demonstrated success in project management, including time management and meeting deadlines
- 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 & Events Coordinator is an hourly position working 32 hours weekly, with a salary range of \$23–\$25 per hour. The position requires flexible work during the regular business hours as well as during evenings and weekends as needed. Madison Public Library Foundation's benefits package includes medical, dental, and vision insurance; paid time off; 12 paid holidays; pre-tax commuter benefits; life insurance; and a 401(k) retirement plan.

PHYSICAL REQUIREMENTS/WORK ENVIRONMENT

- Work is performed in an office setting at Madison Public Library Foundation's business location with frequent interaction with coworkers and external partners.

- Attendance at in-person meetings, Foundation events, annual fundraising events, and Wisconsin Book Festival events is expected.
- Adequate hearing is required to hear/talk with stakeholders 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 and manage multiple tasks at once over 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, WI

TO APPLY FOR THE POSITION

Interested applicants should email resume and cover letter to Jane Rotonda, jrotonda@mplfoundation.org. Review of applications will be rolling and continue until the position is filled; priority will be given to applications received by May 15, 2026.