



The Westport Library...

Marketing Manager

Verso Studios at the Westport Library

The primary objectives of this position: We're looking for an experienced, innovative marketer to be part of our fast paced, dynamic organization as we serve and expand our audience by disseminating content created in our groundbreaking resources. We are committed to engaging with the community in meaningful ways that build and promote dynamic, creative relationships that lead to programs that are exciting, forward thinking, and relevant.

Verso Studios represents a groundbreaking endeavor in the library landscape of discovery, forever changing the way people view public libraries. Verso Studios nurtures vision, guides learning, and supports creative growth. Utilizing our studio spaces, performance venues, and world-class audio and video resources, we produce hundreds of Library programs each year. We support local and regional professionals with their audio and video projects and events and provide workshops and training so amateurs and professionals can explore a myriad of creative possibilities.

Reporting directly to the Chief Development and Marketing Communications Officer, you will identify opportunities and channels to drive awareness, acquire customers, and build partners as you help develop the Verso brand. To be effective in this role, you will need to be hands-on, prioritize multiple projects, think strategically, while working collaboratively and independently.

Responsibilities:

- Launch online and offline marketing efforts from the ground up, building them into strong, sustainable sources of acquisition.
- Develop strategies to diversify Verso's marketing channels. Utilize data to determine success of all channels.
- Collaborate with marketing colleagues and other internal and external subject matter experts to develop content themes, key messages, and potentially new projects.

- Own the marketing content creation process from ideation through development and distribution; includes copywriting for technical and consumer audiences across a variety of assets, including blogs, email, video, social posts and the website.
- Manage social media channels and develop a strategy for increasing followers and engagement.
- Conduct analysis to better understand user profiles and personas to create more relevant and effective marketing content.
- Provide insights and optimization strategies for each channel - always linking initiatives back to our goals.

Qualifications:

- 5+ years' experience managing customer acquisition marketing campaigns, preferably the arts and entertainment industries.
- Deep understanding of traditional and emerging channels used for acquiring and retaining customers, ideally including some combination of content marketing, social media, video, and various offline channels.
- Strong focus on results. Ability to prioritize and drive results with a high sense of urgency. Ability to think creatively and strategically, but a willingness and desire to 'roll up your sleeves'.
- Strong interpersonal skills that encourage team partnership, promote enthusiasm, and foster strategic thinking.
- Creative ideas with superb written and verbal communications skills, with extreme attention to detail
- Willingness to work evening and weekends as necessary.

Interested candidates please send application materials, resume and salary expectations to jobs@westportlibrary.org and reference the title of this position in the subject line of your e-mail.