



Marketing Consultant Job Posting

The Historically Black Colleges and Universities (HBCU) Library Alliance is seeking a Marketing Consultant. This two-year contract position will work with the Executive Director and the Development Officer to develop a marketing plan to promote increased engagement with corporations, nonprofit organizations, and non-HBCU academic institutions. The Marketing Consultant will work closely with the Executive Director and the Development Officer to explore possibilities for creating new membership levels for corporations, nonprofit organizations, and non-HBCU academic institutions, as well as strategies to develop new partnership opportunities from these categories. This contract position will make connections to ensure that new programs will be in response to member libraries' needs. Recommendations from the Marketing Consultant for nurturing these relationships will be shared with the Communications/Web Design company to inform their development of branding and website design.

The qualified incumbent must have strong interpersonal, decision-making and leadership skills. The individual must have excellent verbal and written communication skills to include persuasive writing. The individual will have knowledge of the HBCU environment and the ability to think strategically and analytically. The qualified incumbent must have exceptional time management, organizational and presentation skills. The individual should have in-depth knowledge of marketing principles and best practices and a minimum of 5 years in a senior marketing position. The qualified incumbent must be able to extract information from various sources and effectively and creatively write proposals. The Marketing Consultant must be proficient in MS Office Suite and have working knowledge of marketing software. A college degree is required. This is a two-year contract position, at \$30K annually.

Resumes may be sent to info@hbculibraries.org.

The HBCU Library Alliance is an equal opportunity employer.