Overview of Office: The Fineman & Pappas Law Libraries serve a community of 60+ full-time faculty, 1000+ students, adjunct faculty and staff. As libraries move into the digital age, communication with patrons is being completely redefined. Gone are the days when every student worked in the library. Today, many of our faculty and students use our books, databases and services remotely. Over time, the law library became not only a space for research and study, but also a place for events, outreach and community. With this, our student services librarian plans and creates all of our events and marketing materials for that go out to the BU Law community, even though librarians traditionally have no formal training in graphic design, event planning, or marketing.

Position Description: We are looking for someone interested in using their creative skills to market library events and programs to law students. We plan several events throughout each semester, and do a lot of outreach for our students, and we need on trend marketing materials that lets our students know the library is relevant to their studies and future practice. If marketing and advertising are a particular interest of yours, then this is the position for you! Please note: This position will in no way benefit a future in the legal field, and is strictly marketing and communications related.

Responsibilities:
- Assist with content writing for law libraries’ Facebook page
- Update end-of-year marketing campaign
- Use a wide range of design software (Canva, Spark, InDesign, etc.)
- Assist with event planning
- Create marketing campaigns for programs and events
- Other projects as assigned
- Assessment of library patrons and their communication styles to design most effective outreach
- Meet with various stake holders in the library to assess needs (Access Services, Collection Services, Research Services, etc.)
- Research communication styles and outreach opportunities

Professional Growth and Development:
- Assessment process of patron needs
- Outreach opportunities to a captive population
- Design aesthetics
- Proficiency in design software
- Verbal and written communication skills
- Public speaking/presenting
- Tangible design portfolio
- Organizational skills
- Teamwork and collaboration
- Ability to prioritize tasks and deliverables
- Budgeting skills