POSITION ANNOUNCEMENT

Marketing and Outreach Specialist

Will contribute meaningfully to the fast-paced, innovative and collaborative environment of the Purdue Libraries, recipient of the 2015 Award for Excellence in University Libraries from the Association of College and Research Libraries (ACRL). Have a passion for Scholarly Communications and keeps abreast of the latest trends, leading debates, and best practices, especially in Open Access. Contributes significantly to the success of colleagues and projects in the Scholarly Publishing unit and Purdue University Press. Advocates for Open Access and Open Publishing at Purdue. Engages with faculty to explore best solutions for digital publication and preservation of all facets of their work, leveraging evolving technologies for increasing global access to and discovery of the fruits of Purdue research. Builds meaningful relationships with researchers as an advocate for their communication goals, with other scholars, staff, and technology partners. Imagines new opportunities for digital humanities, alt metrics, and digital publishing to increase the impact of the various outputs of scholarly debate. Promotes a porous view of the Libraries’ scholarly communications and publishing resources, for researchers on campus. Collaborates with other areas of excellence in the Libraries (e.g., data management, digital humanities, and disciplinary liaisons). Serves as a primary contact within Scholarly Publishing Services, for faculty, users, disciplinary liaisons, and technology partners (i.e., vendors). Enjoys travel. Advances the understanding of, access to, and synergies between, data and archival repositories as well as all Scholarly Publishing Services, Purdue University Press, University Copyright Office and other units in the Purdue Libraries.

Required qualifications:

- Bachelor's degree in Marketing, Management, Organizational Leadership, Communications, or related field;
- Ability to manage multiple projects simultaneously;
- Demonstrated problem solver;
- Excellent oral and written communication and presentation skills;
- Proficiency in Microsoft Word, Excel, Outlook;
- A valid US or Canadian driver’s license is necessary for employment in this position;
- Ability to lift and carry 10-25 pounds frequently and 40 pounds occasionally.

Preferred Qualifications:

- Experience with project management,
- Experience with various social media and online, marketing platforms,
• Ability to work independently as well as in a team situation,
• Experience with Adobe InDesign and Photoshop.

Environment: Purdue University Libraries (PUL), is at the forefront of academic librarianship and redefining the role of the academic, research library in learning, discovery, and engagement activities of the University. Libraries faculty and staff are deeply involved in information literacy instruction and instructional design, re-defining of learning spaces, scholarly communication, data management, and global outreach. PUL has embarked upon a comprehensive program to engage in campus learning initiatives, including the development of information literacy instruction, course-redesign initiatives advancing active learning on campus, and the design and implementation of dynamic new learning spaces. Purdue Libraries faculty have expanded their collaborative endeavors with disciplinary faculty in integrating information literacy into the curriculum, culminating in 2012 with a core campus curriculum that includes information literacy as a core requirement. PUL is also home to the first endowed chair in information literacy in the United States, established in 2008.

A reconceptualization of spaces is taking place throughout PUL. The recently renovated Roland G. Parrish Library of Management and Economics is a natural extension of the classroom, re-designed with input from students. The renovation of the Hicks Undergraduate Library completed in 2014 includes three active learning classrooms in support of Purdue’s campus wide, innovative course-redesign initiative. Construction is now underway on the Thomas S. and Harvey D. Wilmeth Active Learning Center, which will bring together six science and engineering libraries into a building that will seamlessly integrate learning and classroom spaces in a $79M facility at the very heart of the campus. For a video introduction to the Wilmeth Active Learning Center, please see: https://www.youtube.com/watch?v=_D36R3t3Hc

Libraries faculty and staff also collaborate with disciplinary faculty to develop new approaches for discovering, accessing, and sharing of research publications and data. Purdue Libraries are leaders in the areas of data curation and library publishing services. Accomplishments in data curation include the development of the Data Curation Profiles Toolkit, an instrument for assessing the data needs of faculty researchers. The Purdue University Research Repository (PURR), a Libraries initiative, provides an online, collaborative working space and data-sharing platform to support the data management needs of Purdue researchers and their collaborators. Since 2005, Purdue Libraries has collaborated in interdisciplinary sponsored research on campus with over 100 faculty, as well as partners at other libraries and institutions. The Purdue Libraries and University Press are a founding member of the Library Publishing Coalition (LPC), and are well-known for innovative approaches to partnering with faculty to better disseminate scholarly works created at Purdue and advance Open Access initiatives.

Purdue Libraries is an active member of state, regional, national, and international associations and consortia, including the Association of Research Libraries (ARL), the Center for Research Libraries (CRL), the Coalition for Networked Information (CNI), SPARC, the Council on Library and Information Resources (CLIR), the Digital Library Federation (DLF), the International Federation of Library Associations and Institutions (IFLA), the International Association of
Scientific and Technological University Libraries (IATUL), and the Research Data Alliance (RDA). Purdue Libraries is a founding member of both HathiTrust and DataCite. Purdue was one of four universities that collaborated with Ex Libris, Inc., on its Alma library system, the next generation library management system. Collaboration and partnerships are hallmarks of Purdue Libraries both on and off campus, including partnership with ITaP (Information Technology at Purdue) and the Purdue Office of Research and Partnerships to provide assistance with funder data requirements.

Purdue University (http://www.purdue.edu/), located in West Lafayette, Indiana, in the historic Wabash River valley, is one hour from Indianapolis and two hours from Chicago. Renowned nationally and internationally for its programs in engineering, science, agriculture, and business, the University has over 38,700 students and 15,000 employees. Purdue is a member of the Association of American Universities (AAU), Association of Public and Land-grant Universities (APLU), and the Committee on Institutional Cooperation (CIC). Purdue has the second highest enrollment of international students among public U.S. universities, with 9,080 undergraduate, professional, and graduate students in 2014-2015.

“Purdue University prohibits discrimination against any member of the University community on the basis of race, religion, color, sex, age, national origin or ancestry, genetic information, marital status, parental status, sexual orientation, gender identity and expression, disability, or status as a veteran.” From Nondiscrimination Policy Statement, Purdue University http://www.purdue.edu/purdue/ea_eou_statement.html

The greater Lafayette area (http://www.homeofpurdue.com/) provides diverse cultural, social, and recreational activities.

Salary and benefits:

Purdue provides a generous fringe benefit package that includes retirement benefits as well as health, disability and life insurance, 22 annual vacation days, and tuition support for employee, children, and spouse/same sex domestic partner. Purdue University is responsive to the needs of dual career couples.

A background check will be required for employment in this position.

Application process:

For consideration submit resume and apply online for this staff position at: www.purdue.edu/careers (optional more direct link: http://purdue.taleo.net/careersection/wl/jobdetail.ftl?lang=en&job=1600347 ) and reference Job Number 1600347

The position announcement can also be found at: www.lib.purdue.edu/about/employment
Purdue University is an EOE/AA employer. All individuals, including minorities, women, individuals with disabilities, and veterans are encouraged to apply.