



Social Media Specialist

General Summary

Under the general direction of the Library Director, the Social Media Specialist creates a social media presence for the Putnam County District Library (PCDL). The ideal candidate markets the library and its program to the community and connects patrons to library resources which will improve their quality of life.

Essential Job Functions

1. Creates, develops, manages and maintains a social media presence for the PCDL on a variety of platforms such as Facebook, Instagram, and YouTube
2. Stays up to date with the latest social media best practices and technologies
3. Maintains and manages the PCDL webpage
4. Develops and maintains the weekly newsletter electronically distributed to patrons
5. Ensures adherence to accessibility standards on all social media platforms
6. Takes photos and makes short videos of events and promotes library products
7. Keeps statistics on PCDL webpage and social media visits
8. Compiles statistical reports and submits them in a timely fashion
9. Coordinates with all PCDL divisions to ensure the most current, valuable, and applicable information is being sent to the public via the most effective media
10. Coordinates the development and management of the PCDL brand to ensure a consistent and timely message is being disseminated across all social media platforms to maximum event promotion.
11. Monitor social media platforms and respond to messages, comments, and questions
12. Attends meetings and participates in professional library organizations
13. Ability to work at the circulation desk as needed

Knowledge, Ability, and Skills

1. Excellent knowledge of Facebook, Twitter, Instagram, YouTube and other social media platforms
2. Familiarity with web page design and publishing
3. Proficient in Canva or other design software
4. Proficient in Microsoft Office
5. Proficient in Google My Business or other similar online business presence
6. Ability to work independently and to make decisions
7. Excellent multitasking skills
6. Ability to communicate effectively both verbally and in writing with a strong attention to detail
7. Ability to push or pull loaded book carts weighing up to 60 pounds and ability to move/ lift 25 pounds
8. Physical activity includes but is not limited to prolonged periods of sitting, as well as periods of standing, walking, stretching, bending and stooping

Minimum Qualifications

1. An Associates Degree in Marketing, Communications or other related field is preferred
2. Two years of library experience preferred
3. Two years experience in a marketing or social media position preferred
4. Driver's license, insurance and access to a vehicle.
5. Willingness to travel around the county to all library locations

Salary: \$16.15 per hour

Note: This job analysis describes the nature and level of assignments normally given in this position. They are not an exhaustive list of duties. Additional related duties may be assigned