



**Henderson County Public Library District**  
**Marketing and Social Media Specialist**  
Job Description

**JOB SUMMARY:**

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The Marketing and Social Media Specialist is responsible for the promotion of library services and programs to the public. The Marketing and Social Media Specialist creates and disseminates promotional material through appropriate media channels such as traditional print publications, fliers, signs, and posters, online graphics for newsletters, memes, pictures, tweets, etc. and broadcast media such as television and radio. The Marketing and Social Media Specialist will create promotional videos and audio pieces to promote library events and services and assist other departments with tutorials on the use of apps, databases and equipment. The Marketing and Social Media Specialist will assist library management in identifying, developing, implementing, and evaluating all marketing and promotional strategies for the library district.

**GENERAL DUTIES AND RESPONSIBILITIES:**

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- Maintain good relations with public and staff.
- Follow policies and procedures consistently.
- Operate office and automated equipment.
- Attend and participate in meetings, workshops, and conferences as appropriate.
- Provide patrons with general information about library services directing them to other personnel as needed.
- Perform other duties as assigned.

**SPECIFIC DUTIES AND RESPONSIBILITIES:**

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- Assist library management in the development and implementation of an effective marketing plan and public relations campaigns showcasing the library's services, programs, resources, and facilities.
- Establish and maintain excellent relationships with vendors related to the ordering of public relations materials and merchandise; negotiating the best price possible and ensuring the quality of products ordered.
- Design, publish, and distribute a wide range of print and electronic communications and publications such as press releases, signage, newsletters, brochures, flyers, posters, promotional and educational videos and audio pieces etc. to be displayed in the library and distributed to media outlets and other organizations as appropriate.
- Assist in the selection, design, and requisition of library-themed merchandise to sell or use as promotional items.
- Provide support to other staff members in their efforts to market the library, its services and programs.
- Oversee and encourage grant seeking efforts in all library departments under the guidance of the Library Director.

- Serve as library photographer/videographer, taking photos and/or videos during library events.
- Manage and maintain areas in the library reserved for public relations such as the entry airlocks, poster locations, brochure kiosks, etc. Evaluate effectiveness of these areas and develop ideas for service and event promotion within the library.
- Work with Technology Administrator to promote the library on the library's web site, through the integrated library system, and through other available social media outlets such as twitter, Facebook, and Instagram.
- Stay informed about issues, trends and news affecting public relations in public libraries.

#### **PHYSICAL REQUIREMENTS:**

The employee must regularly lift and/or move up to 10 pounds, frequently lift and/or move up to 25 pounds, and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and the ability to adjust focus. The employee is regularly required to stand; sit; walk; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; and talk and hear. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl.

#### **EDUCATION AND EXPERIENCE REQUIREMENTS:**

- Bachelor's degree in an appropriate field (such as marketing, graphic design, web development, etc.) or any equivalent combination of experience, training and/or education approved by the Library Director is required.
- Public library experience preferred, not required.
- Proficiency with computers, document creation software, presentation software, spreadsheets, social media platforms, and photo and video editing software is required.
- Familiarity with website design and management preferred.
- Graphic design experience and the ability to create promotional material are required.
- Ability to write grammatically correct press releases, professional correspondence, and program descriptions is required.

#### **GENERAL KNOWLEDGE, SKILLS AND ABILITIES:**

- Ability to organize work, set priorities, use time effectively, work independently, and meet deadlines.
- Ability to multi-task, create acceptable products by strict deadlines, and work effectively with a variety of people and situations.
- Possession of valid driver's license and good driving record. Willingness to use personal vehicle to attend meetings, make presentations, etc. Mileage is reimbursed.
- Excellent written and verbal communication skills.
- Ability to maintain records in a standard, orderly, and systematic fashion.
- Must be able to pay close attention to details and concentrate on work with frequent interruptions.
- Ability to analyze and to creatively solve problems related to the position.

- Initiative, energy and imagination necessary to perform job functions with a minimum of direction.
- Ability to work under broad supervision using established procedures and oral instructions from supervisor.
- Ability to work cooperatively and collaboratively with staff, patrons, community groups, school personnel, media representatives, and the general public to achieve results.
- Flexible, adaptable, and able to flourish in a changing environment.
- Ability to secure and retain library certification.
- Ability to cross-train in order to perform other duties and responsibilities is required.

#### **SPECIFIC KNOWLEDGE, SKILLS AND ABILITIES:**

- Ability to apply marketing, public relations, and/or communications methodologies and techniques to a library environment.
- A high degree of creative imagination and originality; a feeling for color, design and form.
- Thorough understanding of various news media and their requirements for effective communications.
- A thorough knowledge or willingness to learn the culture of the community.
- Demonstrated knowledge of and experience with desktop publishing including design and layout.
- Knowledge of program evaluation techniques, statistical and research methodologies.
- A clear understanding of the library's public service mission and a forward thinking vision regarding the library's role in the community.
- Strong presentation skills.
- Proficiency with relevant desktop publishing and video editing software and tools such as InDesign, Illustrator, Photoshop, Final Cut Pro, etc.
- Proficiency with Windows-based PC's, Microsoft Office products, Apple products, web searching, and email.

#### **WORK SCHEDULE:**

This is a full-time position that requires 40 hours per week. Varied schedules may include mornings, afternoons, evenings and weekends in various departments. Dependability and diligent attendance are required.

#### **SUPERVISORS:**

Technology Administrator, Library Director and Assistant Director