

**Leavenworth Public Library**  
**Job Description**  
**March 2022**

**JOB TITLE**

Programming & Digital Marketing Specialist

**SUMMARY**

Under the supervision of the Programming/Marketing Coordinator, this employee will manage the Library's social media efforts and assist with adult programs and community outreach. Duties will include: creating the Library's social media content, updating the website, supporting Library marketing efforts, assisting with programs for adults and representing the Library at designated community events. This is a 30 hour per week position, including 6-10 hours per week as a Circulation Assistant. Evenings and weekends required.

Circulation Assistant duties: Under the supervision of the Assistant Director, the Circulation Assistant will serve as the official "face" of the library, greeting patrons, promoting library services and programs and performing routine technical and clerical duties associated with checking in and out library materials and other related tasks. This position involves a great deal of interaction with the public, attention to detail, and the ability to handle many tasks.

**ESSENTIAL FUNCTIONS & RESPONSIBILITIES**

Create content for the Library's social media platforms.

Assist with maintaining website content.

Help implement the Library's marketing/communications projects and strategies.

Gather analytical data from the Library's website and social media platforms.

Collaborate with Programming/Marketing Coordinator on planning and implementing adult programs.

Attend community events and meetings as assigned.

Perform Circulation Assistant job 10 hours per week, see job duties below.

**KNOWLEDGE, SKILLS & ABILITIES**

Identify current social media strategies, trends and best practices.

Superior oral and written communication, listening and research skills.

Creativity, enthusiasm and commitment to working collaboratively.

Strong ability to complete projects as directed and meet deadlines without supervision.

Ability to assist with event planning and implementation.

Competency in public speaking and networking.

Customer service competency, in person and over the phone.

Ability to maintain confidentiality with respect to sensitive personal information.

Ability to treat patrons with a welcoming, caring, and supportive attitude in person and over the phone.

General knowledge of literature, current trends in print and media.

Ability to work with all staff members in a respectful, honest, and fair manner.

Ability to handle multiple responsibilities and interruptions.

Ability to self-motivate to successfully complete routine library tasks with limited oversight.

Ability to accept change and adapt to changes quickly.

**EDUCATION, EXPERIENCE & TRAINING**

High school diploma is required. Bachelor's Degree or experience in communications, marketing, public relations, graphic design, visual arts or related field is preferred. Experience in creating and managing social media content for an organization using Facebook, Twitter, Instagram and YouTube is required. Experience in planning and implementing in-person and online events is recommended. Knowledge of using digital cameras and portable technology, such as an iPad, and graphic design and video production is preferred. Proficiency with Internet, email, Microsoft Office Suite and office equipment and technology is required. Familiarity with typical library software is preferred, example: circulation system, online catalog, digital content such as e-books, e-audio and streaming video.

## PHYSICAL REQUIREMENTS

- Talking, expressing or exchanging information by means of the spoken word; spoken information must be conveyed to supervisor and coworkers accurately.
- Hearing, perceiving the nature of sounds at normal speaking levels with or without correction; ability to receive detailed information through oral communication and making discriminations in sound.
- Visual acuity to perform activities such as: preparing and analyzing data; viewing a computer terminal; extensive reading; visual inspection of materials, operating computers, copier, printers, scanners.
- Standing by remaining upright on the feet, particularly for sustained periods of time.
- Walking, moving feet to accomplish tasks, move about within shelving, desks, chairs, workstations, carts.
- Balancing, maintaining body equilibrium to prevent falling when walking, standing, pushing, pulling, moving, carrying objects.
- Ability to adjust, move or push objects up to 50 pounds in all directions.
- Pushing and pulling, using upper extremities to exert force on or against something with sustained motion.
- Bending body downward and forward by bending spine at the waist. Kneeling, bending legs at knees and ability to come to rest on knee or knees.
- Lifting, raising object(s) from a lower to a higher position, or vice versa; moving objects horizontally; shifting material within, onto and off shelves, carts, desks, bins.
- Reaching by extending hands and arms in any direction.
- Using hands/fingers to handle or feel, manipulate and grasp objects, typing; constantly operates a computer and other office technology. Feeling, perceiving attributes of objects such as size, shape or texture by touching with fingers.
- Ability to ascend and descend stairs, using feet and legs and/or hands arms.
- Repeating motions that include the wrists, hands and/or fingers.
- Exposed to inside environmental and atmospheric conditions.
- Work schedule, including evening and weekend hours, will be regular but may vary as needed to ensure patron services are prioritized.
- Some travel to workshops or meetings.

Employees of the Leavenworth Public Library are “employees at will.” *Personnel Policy, section I*

Employee Signature \_\_\_\_\_ Date \_\_\_\_\_

Job descriptions are meant to be general guidelines to the duties and responsibilities of the job and are not intended to list every possible task an employee may be called upon to perform.