

Position Title	Social Media Specialist		
Working Title			
FLSA Status	Eligible	Payroll Code	
Salary Band	A4	Revised	08/18/2020

General Purpose

Working with limited supervision, this position supports the District's participation in online social networks, and implementation of communication and campaign strategies, coordinating, recording, streaming, editing and posting library programming for distribution across a variety of online and social media platforms, and assisting customers online for the District.

Illustrative Examples of Duties and Responsibilities

- Collaborates with other departments to film, edit, prepare, and submit video content for internal District use and external use programming, including working with District partners and performers
- Responds to customer inquiries via social media and other online platforms regarding library services; resolves routine complaints; and refers inquiries or issues to other departments or staff as appropriate
- Organizes social media posts and responses for library programming, events, and activities; edits, researches, schedules, and evaluates data for social media posts
- Assists in the promotion of the District's website
- Evaluates, develops, and recommends strategies for improving message delivery
- Ensures a unified voice and accuracy, clarity, coherence, consistency, timeliness, effectiveness, and professionalism in all social media posts
- Attends, facilitates, and assists with logistics for various events and meetings
- Conducts research and provides data analysis in various capacities
- Writes blogs, articles, reviews, or other items relating to the work and programs occurring in technology spaces in the District
- Performs other technology-related duties as necessary

Supervision

Reports to:	Communication & Development Director
Supervises:	N/A

Minimum Qualifications

Required	Bachelor's Degree in Visual Communication, Marketing or related field
	Two years of recent experience in editing and producing video content
Preferred	N/A

The District may accept an equivalent combination of education and experience in lieu of the above requirements.

Necessary Knowledge, Skills & Abilities

Knowledge of	Library resources, programs, and services
	Video cameras, editing software
	Principles of intellectual freedom and open access

Skill in	Use and application of various social media platforms
	Use of various software programs, including video editing software

Ability to	Organize and express ideas effectively in verbal, written, and visual communication
	Translate complex technical information into simple, straightforward, easy-to-understand messages
	Provide creative and innovative ideas
	Coordinate multiple tasks within established timelines
	Find and use resources to provide requested information
	Consistently demonstrate effective customer service behaviors
	Interact in a professional and respectful manner with District staff and the public
	Maintain confidentiality of customer information
	Establish and maintain effective working relationships in a team environment
	Use initiative, problem-solving skills, and sound judgment

Work Environment

Work is performed in an office environment while sitting or standing at a desk for extended periods of time. Interactions with others, and/or ongoing activity levels, may result in low to moderate stress. This position requires frequent public contact. The noise level is usually low to moderate.
Eligible for remote work.

Physical Demands

An individual performing the duties in this position may be required to sit or stand for long periods of time, lift or move up to 40 pounds, and/or push and/or pull objects weighing 50 - 100 pounds on a wheeled cart or book truck.
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Special Requirements

Subject to background check per policy
Must have valid driver's license and required mandatory insurance when operating a privately owned vehicle for business purposes.
Must be able to travel to various locations to perform work, and/or attend work-related meetings, workshops or conferences.

The duties listed above are intended only as illustrations of the types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.