

Position Title	Social Media Specialist		
Working Title			
FLSA Status	Eligible	Payroll Code	
Salary Band	MP2	Revised	09/2022

### General Purpose

Working independently with minimal supervision, this position supports the District's participation in online social networks, 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

- Builds, sets priorities, and executes social media strategy that is consistent with the District's brand identity and suggests recommendations to adjust the social media marketing strategy for optimal results
- Creates consistent, meaningful content on all social media platforms, including writing and editing social media posts, improving customer engagement, and promoting social media campaigns
- Ensures a consistent brand presence, personality, and voice across all adopted social media platforms
- Tracks program registration data and dates to adjust promotion accordingly.
- Executes and designs social media advertising purchases based on District and social media strategy
- Collaborates with other departments to photograph and film, prepare, and submit images and video content for internal District use and external use programming, including working with District partners and performers
- Responds in a timely and gracious manner 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
- Contributes to crisis management, suggests and drafts responses to bad reviews, and negative new communications
- Researches new social marketing platforms and suggests and implements new accounts based on District needs
- Identifies opportunities to influence public perception through audience engagement based on District policies, procedures, and plans
- Assists in development and implementation the District's podcast, including suggesting topics, scheduling, co- hosting, finalizing, and uploading to appropriate platforms
- Assists in the maintenance and promotion of the District's website
- Evaluates, develops, and recommends strategies for improving message delivery
- Trains and collaborates with others in the team
- Attends, facilitates, and assists with logistics for various events and meetings
- Conducts research and provides data analysis in various capacities and prepares monthly reports on social media marketing efforts
- Writes blogs, articles, reviews, or other items relating to the work and programs occurring in the District
- Performs other technology-related duties as necessary

*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.*

## Supervision

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

## Qualifications

The ideal candidate will have two years' experience with social marketing, as well as experience editing and producing social media content

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

## Knowledge, Skills & Abilities

Knowledge of	Library resources, programs, and services
	Photography and 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. 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 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.*