

S P O K A N E C O U N T Y L I B R A R Y D I S T R I C T

Job Title	Social Media Specialist		
Reports to	Communication & Development Director	Supervises	N/A
FLSA/WMWA Status	Eligible for overtime	Remote Work Status	Eligible for remote work
Revision Date	March 2025	Compensation Band	MP2
Working Hours	While the District will make a good faith effort to maintain regular, predictable schedules, employees are expected to be available to work a variety of hours; working hours are subject to change and employees are scheduled according to the needs of the District which may include days, evenings, and weekends.		
Required	Background & driver license check		

Job Overview
Working independently with minimal supervision, this position coordinates the District's participation in online social networks, implementation of communication and campaign strategies, 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.

Qualifications	
The ideal candidate will be able to build relationships at all levels, 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.	
Ability to	Analyze and use reasoning to logically solve problems and contribute to the solution of problems related to District services
	Communicate effectively with staff and customers
	Coordinate multiple tasks within established timelines
	Establish and maintain successful team relationships
	Exercise interpersonal sensitivity while working effectively with individuals of diverse cultures, interpersonal styles, abilities, motivations, or backgrounds
	Find and use resources to provide requested information
	Follow directions and work quickly and accurately to meet deadlines
	Interact in a professional and respectful manner with staff and customers, demonstrating positive customer service behaviors
	Interpret, apply, and support system wide policies, procedures, and services
	Maintain confidentiality of customer information
	Model behavior for high levels of service
	Organize and express ideas effectively in verbal, written, and visual communication
	Provide creative and innovative ideas
	Translate complex technical information into simple, straightforward, easy-to-understand messages
	Travel to a variety of locations to perform work and/or attend work-related meetings and trainings
	Use initiative, problem-solving skills, and sound judgement
	Work with and troubleshoot office machines, such as copiers
	Knowledge of
Dewey Decimal system of classification	
Library services, programs, and resources	
Microsoft Office and other software applications	
Photography and Video cameras, editing software	
Principles of intellectual freedom and open access	
Use and application of various social media platforms	
Use of various software programs, including video editing software	
Other	Valid driver license and required insurance when operating a privately-owned vehicle for business purposes.

Job Duties

The duties listed 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.

As part of the Communication Team:

- Creates consistent, meaningful content on all social media platforms, including writing and editing social media posts, improving customer engagement, and promoting social media campaigns.
- 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.
- 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.
- Tracks program registration data and dates to adjust promotion accordingly.
- Ensures a consistent brand presence, personality, and voice across all adopted social media platforms.
- Assists in the development and implementation of the District's podcast, including suggesting topics, scheduling, co-hosting, finalizing, and uploading to appropriate platforms.
- Assists in promotion of the District's website.
- 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.
- Keeps track of organizations, groups, businesses, and community partners that the District works with; follows them on social media; regularly interacts with them; and shares their content on occasion, especially when it is in direct relation to the District's programs or events.
- Conducts research and provides data analysis and prepares reports on social media marketing efforts.
- Executes and designs social media advertising purchases based on District and social media strategy.
- Identifies opportunities to influence public perception through audience engagement based on District policies, procedures, and plans.
- Researches new social marketing platforms and suggests and implements new accounts based on District need.
- Evaluates, develops, and recommends strategies for improving message delivery.
- Attends, facilitates, and assists with logistics for various events and meetings.
- Writes articles, reviews, or other items relating to the work and programs occurring in the District.

Enforces the Code of Conduct.

Works to resolve internal and external customer issues effectively and with a customer-first mentality; refers to other departments or staff as necessary.

In addition, this position may:

- Clean & disinfect individual and common work areas.
- Perform seasonal tasks such as shoveling snow and spreading ice melt.

Performs other duties as needed or as directed.

Work Environment

Work is performed in a shared work area environment.

The noise level is usually low.

Work may be performed outdoors and exposure to extreme weather conditions may occur.

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.

Psychological Demands

Make decisions, learn new tasks, remember processes, maintain focus performing repetitive duties, communicate with customers and other staff, interact with or witness interactions with individuals who may be angry, hostile, experiencing mental and/or physical health issues.