

Paul Sawyer Public Library
Job Title: Part Time Marketing & PR Associate
Reports To: Library Director

Job Description

ESSENTIAL FUNCTIONS:

The following functions are typical for this classification. Incumbents may not perform all of the listed functions and/or may be required to perform additional or different functions from those set forth below to address business needs and changing business practices.

Social Media: create graphics, still images, and video content for use on library's social media channels; create engaging and timely content; maintain the social media content calendar; schedule content and content topics with other library staff; track social media statistics.

Marketing: create library events on social media, create content that promotes library resources, services and digital collections.

MINIMUM QUALIFICATIONS:

- Associate's degree in media or communications.
- Bachelor's degree preferred.
- Candidates working towards a degree will be considered.
- Must successfully complete a background check.

KNOWLEDGE, SKILLS AND ABILITIES:

- Sound judgment in determining appropriate content.
- Proficiency in photo-editing, design, and social media software (i.e., Adobe Creative Suite, Meta Business Suite, Facebook, Instagram).
- Attention to detail.
- Excellent communication skills, both written and verbal.
- Knowledge of principles of library operation.

**Some skills and knowledge may be acquired after hire.

EXPERIENCE:

Management of social media accounts (Facebook, Instagram, etc.) for an organization, not just personal, preferred.

PERSONAL ATTRIBUTES:

- Ability to deal with associates and public in a courteous manner.
- Ability to make decisions that are routine nature in order to meet controlling conditions.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee must be able to communicate information and ideas so others will understand and be able to exchange accurate information in these situations. The employee must be able to remain in a stationary position 70% of the time; move about the office and department to access computers, library materials, and other office equipment; operate a computer and other office equipment; grasp library and other materials; and position self to access library materials and other objects on low and high shelves. The employee must occasionally lift and/or move up to 30 pounds.

Paul Sawyer Public Library is committed to equal employment opportunity. The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually moderate. Exposure to dust and mold; ink on printed pages; strong scents.

SCHEDULE:

Part-time (20 hours weekly), typically Monday – Friday. **There can be flexibility in scheduling but we are looking for someone to work with library staff onsite – not remotely.** The needs of the library may require schedule changes and flexibility.

SALARY:

\$15.00 per hour. 20 hour week work. Benefit package includes vacation leave, holiday pay and optional deferred compensation program.

Email cover letter, with résumé and completed employment application to HR@pspl.org. Completed applications and letters may also be dropped off at the front desk of the library.

NO PHONE CALLS.