

Job Title: Social Media Specialist

Department: Marketing / Communications

Hours: Part-time

Reports To: Director

Location: Central Office (Supports 8 Branch Locations)

Position Summary

The Social Media Specialist is responsible for developing, implementing, and managing the social media presence for an 8-branch public library system. This role supports community engagement, promotes programs and services, maintains brand consistency across all branches, and manages website content using WordPress. The ideal candidate is creative, organized, community-focused, and experienced in digital marketing and content management.

Key Responsibilities

Social Media Management

- Develop and execute a comprehensive social media strategy for all 8 library branches
- Create engaging content (graphics, video, captions, event promotions, announcements)
- Manage and schedule posts across platforms (Facebook, Instagram, TikTok, etc.)
- Monitor comments and messages; respond professionally and in a timely manner
- Track analytics and prepare monthly performance reports
- Ensure consistent branding and messaging across all branches

Website & WordPress Management

- Update and maintain the library's WordPress website
- Post events, news updates, blog posts, and program information
- Coordinate with branch staff to ensure accurate and timely web content
- Optimize website content for accessibility and basic SEO best practices
- Troubleshoot minor website issues and coordinate with IT when necessary and Web Developer

Content Creation & Promotion

- Design promotional materials using tools such as Canva or Adobe Creative Suite
- Capture and edit photos and short videos at library programs and events
- Promote seasonal programs, community partnerships, and special initiatives
- Support marketing campaigns across digital platforms

Collaboration & Outreach

- Work closely with branch managers and programming staff to gather content
- Maintain a shared content calendar for all 8 branches
- Support community engagement initiatives
- Stay current on digital marketing trends and emerging platform

Qualifications

Required:

- Bachelor's degree in marketing, Communications, Public Relations, or related field (or equivalent experience)
- 2+ years of professional social media management experience
- Experience managing and updating websites using WordPress
- Strong writing, editing, and proofreading skills
- Experience with social media scheduling and analytics tools



- Basic graphic design skills

Preferred:

- Experience working in a library, nonprofit, or public sector environment
- Knowledge of ADA accessibility standards for web content
- Photography and video editing experience
- Familiarity with email marketing platforms

Skills & Competencies

- Strong organizational and time management skills
- Ability to manage multiple branches and deadlines
- Creative thinking and problem-solving
- Strong interpersonal and communication skills
- Ability to work independently and collaboratively

Work Environment

- Primarily office-based with occasional travel to branch locations
- Some evening or weekend hours may be required for special events

Submit resumes to Suzanne Cline, Director

