

Pope County Library System**Job Description**

Department:	<i>Library System</i>
Job Title:	<i>Part-Time Marketing and Media Librarian</i>
Reports To:	<i>Assistant Director</i>

Job Purpose

The Marketing and Media Librarian develops and implements strategies which increase the community's awareness of library services and programs. This position coordinates information among staff to create a clear and unified identity and voice for the library.

Duties and Responsibilities**I. Duties of the Marketing and Media Librarian:**

- A. Creates engaging and informative system wide advertising.
- B. Helps to highlight the value of the library to the surrounding communities.
- C. Maintains the PCLS website.
- D. Creates and maintains a Social Media Marketing Guide for employee use.
- E. Does periodical social media sweeps to ensure all advertising is relevant and on brand.
- F. Works with radio and newspaper to ensure coverage of library events.
- G. Works with Outreach team to develop strategy to increase community reach.
- H. Stays up to date on library programming trends and technology.
- I. Assists in other areas of the library providing support when workloads dictate.
- J. Maintains good relations with public and staff.
- K. Attends training, workshops, webinars etc.
- L. Other duties as assigned.

Qualifications

High School Diploma or G.E.D. equivalency.

Working conditions

A busy, vibrant library whose patrons represent a socially, culturally, and economically diverse community. Duties are performed both indoors in an office environment and outside. Hazards are considered minor and controllable but may include exposure to human error. Must have a heart for serving the public.

Physical requirements

Duties require extended periods of standing, walking, sitting, and talking or hearing. Duties require occasional periods of climbing or balancing, pulling/pushing items, lifting/carrying items, keyboarding, reaching with hands and arms, stooping, kneeling, crouching, or crawling. Weights up to 50 pounds are encountered. Vision requirements include close vision and ability to adjust focus. Must be able to read and follow verbal instructions. The noise level is usually moderate.

Direct reports

Approved By:	<i>Pope County Library Board</i>
Date approved:	10.18.2023
Reviewed &/or Revised:	10.18.2023