

Reddick Public Library District

JOB DESCRIPTION

TITLE: Publicity & Social Media Assistant

SALARY REVIEW: Annually

CLASSIFICATION: Part-time, Non-Exempt

REPORTS TO: Publicity & Outreach Coordinator

Duties:

- Creates attractive, relevant, creative, and professional social media content for the library while adhering to the library's established Style Guide and working with Director & Staff.
- Working with the Publicity & Outreach Coordinator, creates physical and digital fliers, posters, brochures, bookmarks, and more to promote the library's events and services.
- Assists the Publicity & Outreach Coordinator with various marketing activities.
- Works the Circulation Desk & completes Circulation Assistant duties (job description attached).
- Creates and maintains on site self-set schedule.
- Prepares monthly reports, surveys, and other reports as assigned.
- Provides consistent, gracious, and friendly service to internal and external customers.
- Represents the library at community events and in the media as assigned.
- Fosters positive partnerships with community agencies/organizations.
- Attends meetings and actively seeks continuing education opportunities.
- Establishes and maintains effective work relationships.
- Acts as a team member in performing any duty essential to the achievement of library operations.
- Other duties as assigned.

Minimum Qualifications:

- Minimum associate's degree, preferably in graphic design/marketing-related discipline, or equivalent combination of work experience.
- Knowledge of various social media platforms and creation outlets such as Canva.
- Ability to learn new technologies, new procedures, and operate office equipment.
- Previous customer service, public library, or marketing experience desirable.
- Strong professional public service and interpersonal skills.
- Demonstrated ability to communicate well in English, both orally and in writing, required. Ability to communicate in Spanish desirable.
- High level of skill using various technologies including Microsoft Office products, email, online searching, and Windows operating systems in a desktop computing environment.
- Must have valid driver's license and access to a vehicle.