



**Mansfield/Richland County
Public Library**

VACANCY POSTING

& JOB DESCRIPTION

**Media & Digital
Communication
Specialist**

Applications will be accepted until 5:00 p.m. on Tuesday, February 7, 2023.
Application forms are available and accepted at all MRCPL locations, or complete an online application on our website: www.mrcpl.org/about/employment

This is a 40 hour per week position.

Reports to:	Community Engagement Coordinator	FLSA Status:	Non-Exempt
Pay Grade:	17; \$16.11/hr to start	Location:	Main library

Positions Supervised: None

POSITION SUMMARY: In coordination with the Community Engagement Coordinator, the Media & Digital Communication Specialist will build and execute the Library's social media strategy, maintaining content and increasing use among customers and other stakeholders. Also assists with the day-to-day administration, design, and maintenance of the content on the Library's website. Performs clerical duties including but not limited to: switchboard operation, scheduling, data capture, and the printing/distributing of material production.

QUALIFICATIONS:

1. Bachelor's degree in communications, marketing or related field
2. Advanced proficiency using various social media platforms
3. Basic computer skills and ability to use Microsoft Office, internet and email
4. Experience with Macintosh. Experience with Adobe Creative Suite is preferred.
5. Public service experience highly desired
6. Good oral communication, listening and telephone skills
7. Ability to read, write, speak and understand English
8. Reliability and above average work attendance with ability to work flexible schedule including day, evening and weekend hours
9. Physical requirements: Engage in extended periods of sitting, keyboarding on desktop and other handheld devices, standing, walking, typing and viewing computer monitors and using telephone equipment. Engage in intermittent periods of bending, stooping, stretching, twisting/turning, reaching overhead, climbing 2-step stool and round stool 14 inches from the ground, walking outside in all weather conditions, driving, climbing stairs, lifting and carrying

equipment and materials occasionally weighing 40 – 60 pounds and pushing loaded book trucks weighing 75 - 100 pounds or more on tile and carpet. Must be able to use hands and fingers to grasp, handle and manipulate materials and operate tools and controls, including computers, phones and office equipment.

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| 10. Favorable results of pre-employment background check |
| 11. Reliable transportation in order to meet work requirements |
| 12. Valid vehicle operator's license with acceptable driving record and current vehicle insurance. Travel within Richland County is required. |
| 13. Required at time of hire: proof of eligibility to work in the United States |

KNOWLEDGE, SKILLS AND ABILITIES:

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| 1. Knowledge of Library policies, procedures and operations, including emergency response (acquired after hire) |
| 2. Knowledge of safe work practices and safe lifting techniques (acquired after hire) |
| 3. Knowledge of Dewey Decimal System and alphabetization principles (acquired after hire) |
| 4. Skill in reading and comprehending and general mathematics |
| 5. Experience and skill in using social media for marketing and promotion |
| 6. Knowledge of clerical duties, methods and practices |
| 7. Excellent organizational skills with attention to detail and accuracy |
| 8. Ability to actively listen |
| 9. Ability to simultaneously manage duties and complete work with multiple interruptions and distractions |
| 10. Ability to understand and follow specific instructions |
| 11. Ability to work independently in the absence of close supervision |
| 12. Ability to prioritize work and efficiently carry out assigned tasks and project |
| 13. Ability to perform tasks in areas where seating is not provided, unless reasonable accommodation is requested |
| 14. Ability to remain mentally alert, focusing attention on detail and accuracy |

ESSENTIAL CORE COMPETENCIES

All MRCPL employees are expected to continuously demonstrate the following:

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| 1. Basic computer skills with demonstrable ability to use applications in Windows environment including Microsoft Office products, internet use and email |
| 2. Ability to efficiently, effectively and positively meet the library needs of internal and external customers |
| 3. Ability to use good judgement and common sense when making decisions, based on Library policies and procedures, to the best interest of the Library, staff and public |
| 4. Ability to communicate effectively, both orally and in writing |
| 5. Ability to adapt and adjust to changing situations |
| 6. Ability to troubleshoot and correct basic technology problems |
| 7. Awareness of community events, resources, attractions and demographics |

8. Understanding of applicable local, state and federal laws and the ability to communicate this information to staff and customers and ensure the Library's compliance
9. Knowledge of and ability to use the content of the Library's website, online catalog and Integrated Library System
10. Awareness of the attributes and library needs of particular customer groups and the ability to apply that knowledge through materials, services and programming
11. Understanding and support the Library's role in providing free and equal access to ideas, information, resources, and services, from all points of view, without restriction, to every individual (Intellectual Freedom)
12. Ability to identify and prioritize work needs
13. Ability to establish and maintain effective working relationships with supervisor and other staff members and work collaboratively with others to achieve organizational goals and objectives
14. Knowledge of and compliance with the Ohio Ethics Law and the Code of Ethics and values of the Library
15. Ability to promote and support the fundamental purpose of the public library, its mission, vision, culture and structure

ESSENTIAL TASKS AND RESPONSIBILITIES:

Note: The duties listed below illustrate but do not limit the tasks performed by persons in this classification.

1. Consistently provide superior customer service.
2. Exhibit professional, courteous and approachable demeanor at all times.
3. Handle multiple interruptions at once, sustaining productivity and accuracy.
4. Create engaging social media content, images, videos, etc. to sustain customer's curiosity and create buzz around library news, programs, resources, initiatives. Research and implement the latest audience preferences, digital tools, and interactive trends.
5. Collaborate with Community Engagement Coordinator to develop, implement, and manage the digital strategy for each social media platform in partnership with the overall marketing goals of the Library. Provide social media performance analysis as requested.
6. Assist with managing the day-to-day design, administration, and maintenance of the Library's website. Troubleshoot website issues as needed with third party vendors.
7. Assist with execution of marketing and communication programs as needed including the writing of press releases, media alerts, and blog posts, etc. as needed.
8. Continuously analyze effectiveness of various marketing endeavors via documented reporting on website traffic through Google Analytics.
9. Operate the Library's switchboard, properly forwarding calls, etc.
10. Assist in the production of in-house printed materials including forms, fliers, booklets, booklists and other promotional items.
11. Input copy on the computer and proofread promotional materials.
12. Book and coordinate use of the Library's meeting rooms using online schedule software.
13. Assist in opening and closing procedures, as required.
14. Compile and report statistics, as requested.
15. Maintain regular and predictable attendance

16. With reasonable accommodation, meet the physical requirements and perform essential tasks and responsibilities reliably within 6 months of on-the-job experience and training

ADDITIONAL TASKS AND RESPONSIBILITIES:

Note: The duties listed below illustrate but do not limit the tasks performed by persons in this classification.

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| 1. Adhere to, support and effectively implement Administration and Board policy, procedures and core values. |
| 2. Safely operate scissor lift and dock door. |
| 3. Attend meetings as scheduled by the Community Engagement Coordinator. |
| 4. Attend Staff Development Day, and additional workshops and seminars as assigned. |
| 5. Perform additional tasks as required by the upward chain of command, which moves from the Media & Digital Communications Specialist to the Community Engagement Coordinator to the Director. |