

# STAFF LIBRARIAN TRAINEE

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Position Code: 3070

WC Code: 9101

FLSA Status: Non-Exempt

Pay Grade: 352

Location: Library

Approval Date: 2023

## **General Statement of Duties**

This position will work to create, enhance, coordinate and maintain the day-to-day marketing and social media needs of the main library and the branch. This position requires an energetic, team-oriented marketing/social media specialist with a strong commitment to public relations, customer service, social media, branding, content creation, and website enhancement and maintenance.

## **Distinguishing Features of the Class**

An employee in this class plans, promotes, coordinates and provides specialized programs and services in the library and on outreach basis. Work includes coordinating seasonal displays; leading library clubs and groups; and assisting patrons with computer use. Work requires accuracy, judgment, tact and diplomacy in dealing with the public to resolve problems and complaints. Work is performed under daily professional supervision and is evaluated through daily observation, discussions, reports, quality and quantity of services delivered.

## **Duties and Responsibilities**

Create marketing materials, adhering to library branding and Town style guide and communicating to local media outlets.

Create PPT slides for EBB.

Takes, edits, and posts photos to social media.

Coordinates and communicates with local media outlets to promote library services and programs

Creates and edits library website content (news items, events, highlights, resources)

Enhance the library's presence on website

Liaison to Marketing Communication Department web oversight staff.

Administrator for the library's social media pages (Facebook, Instagram)

Create, schedule and post content.

Enhance library's presence on social media.

Responsible for tracking and reporting library's monthly social media statistics for monthly report.

Assist with special library projects and public relations activities. (I.e., Speaker Series, Summer Reading, Local Author Showcase).

Print Media Marketing and Information

Creates the Friends of the Library monthly digital newsletter via Constant Contact.

Work directly with the Friends of the Library and Library Management.

Creates flyers, program brochures, posters, and all physical promotional informational materials.

Monitor's signage and flyers for timeliness

Suggests improvements to for public facing advertising and communications

Provide customer service and informational assistance at the Reference Service Desk.

## **Recruitment and Selection Guidelines**

### **Knowledge, Skills and Abilities**

Considerable knowledge of books, materials, equipment and resources in area of assignment.

Considerable knowledge of the operation of a modern public library and practices of library science including the classification of books and the national and local library cataloging systems.

Working knowledge of personal computer operation and knowledge of library software and use of the Internet; ability to enter data accurately.

Ability to research and provide reference assistance.

Ability to supervise and train staff, community service workers and volunteers.

Ability to communicate effectively in oral and written forms.

Ability to establish and maintain effective working relationships with supervisors, employees, volunteers, officials and the general public.

### **Physical Requirements**

While performing the duties of this job, the employee is frequently required to reach with hands and arms, stand, sit, walk, use hands to grasp, handle, feel objects, talk, and hear. The employee is occasionally required to climb, kneel, stoop, and crouch. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard. Must be able to perform medium work exerting up to 50 pounds of force occasionally; and/or up to 20 pounds of force frequently; and/or up to 10 pounds of force constantly to move objects. Lifts and carries books and materials up to 20 pounds. Employee must be able to manually push and or pull mobile library carts in excess of 100 pounds.

Must possess the visual acuity to work independently at a service desk to maintain records, read book spines, count money, and operate a computer.

### **Minimum Education and Experience**

Working toward a Master of Library Science Degree from a college or university accredited by the American Library Association, two to four years of experience in a public library setting; or an equivalent combination of education and experience.

### **Special Requirements**

Possession of or ability to obtain the Public Librarian Certificate as administered by the Department of Cultural Resources, State Library of North Carolina.