

**LARAMIE COUNTY LIBRARY SYSTEM
JOB DESCRIPTION**

Job Title	FLSA Status
DESIGN & MARKETING SPECIALIST	NON-EXEMPT
Unit	Pay Grade
COMMUNITY & MEDIA RELATIONS	29

JOB SUMMARY

The primary responsibility of this position is to assist with the library’s graphic design and social media marketing needs. Under the supervision of the Community & Media Relations Manager and in collaboration with the Graphic Design & Website Specialist, the individual in this position will design posters, flyers, digital graphics, brochures, banners, bookmarks and more to ensure efficient and effective publicity production. The individual in this position will also work with the Community & Media Relations Manager to expand the library’s social media presence and create content that appropriately reflects the library’s voice, mission, and goals. The individual in this position will also provide additional support for the Community & Media Relations team, and may assist to varying degrees with exhibits, public relations efforts, digital publicity, direct marketing, volunteer coordination, publicity campaigns, events, website management, and other duties as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES

GENERAL/MARKETING

1. Maintains patron confidentiality in compliance with Wyoming state law.
2. Provides and models excellent customer service.
3. Works quickly, effectively and accurately within tight deadlines.
4. Works with unit’s volunteers.
5. Works with members of the CMR team to effectively promote and distribute information on events, closures, exhibits, job and volunteer opportunities, technical issues that impact the public or employees, and exciting opportunities within Laramie County Library System (LCLS).
6. Helps disseminate public relations materials in a timely manner to employees, members of the public, volunteers and the Board of Directors.
7. Represents the library to outside entities as directed by the Deputy Director of Operations, County Librarian (Executive Director) or designee.
8. Maintains good working relationships with counterparts at the Wyoming State Library and other WYLD libraries.
9. Ensures a consistent brand voice and tone across all communication platforms including coordinated efforts with other CMR employees regarding print, digital, radio, and TV media campaigns.
10. Assists the Community & Media Relations team where necessary to effectively produce publicity, host exhibits, market programs and events, create campaigns, and more.

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11. Works with the Community & Media Relations team to conduct market research and create publicity campaigns driven by the data and feedback.
12. Works with the Community & Media Relations team to create large campaigns to push services such as The Library Café, general library usage, etc.
13. Helps create plans for strategically expanding marketing outreach utilizing new platforms, methods, and approaches.
14. Collaborates with the Community & Media Relations team to identify library patrons' needs, understand the product/service each public desk provides the community, and create positive public awareness about the resources and opportunities each area of the library can offer.
15. Assists the public service divisions in creating new products and services that proactively address the community's needs/wants.
16. Helps bolster and expand the library's current marketing efforts by providing additional support for current approaches and offering ideas for expansion and improvement based on current market trends, best practices, and contemporary strategies.
17. Uses good time management and organizational skills.
18. Works Greeter Desk as assigned.
19. Performs other related and necessary duties as assigned.

GRAPHIC DESIGN

1. In consultation with the Community & Media Relations Manager and collaboration with the Graphic Design & Website Specialist, develops graphics for web, social media, and print using the current design software owned by LCLS.
2. Uses creativity, variety and versatility in graphics to produce eye-catching and interesting designs.
3. Understands how to visually market to different age groups from Pre-K to those who are 90+ years old.
4. Assists in creating, developing, updating, producing and distributing library publications by:
 - a. Performing in-house graphic design to produce library publications that meet the library's standards of quality and accuracy as they relate to:
 - i. monthly event posters and monthly calendars
 - ii. social media covers and profile photos
 - iii. web sliders
 - iv. pamphlet designs and redesigns
 - v. book stack end signs
 - vi. other various signage or projects throughout the Laramie County Library and associated branches.

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- b. Understanding that although responsible for creating public relations, promotional and marketing items, final editorial control lies with the County Librarian (Executive Director) and/or Deputy Director of Operations.
- 5. Stays current with design and development methodologies, emerging trends and industry best practices, including copyright adherence.
- 6. Assists in the development of visual style guide, maintains style guide and adheres to it.
- 7. Understands and designs trade publication, e-marketing and digital advertising as assigned.
- 8. Coordinates all assignments with scheduled project plan timelines/deadlines, with a sense of urgency, while maintaining tact, diplomacy and accuracy.
- 9. Participates on committees for the library through which design and marketing will play a key role.

SOCIAL MEDIA

- 1. In collaboration with the Community & Media Relations Manager, posts, updates and maintains social media sites.
- 2. In collaboration with the Community & Media Relations Manager, helps drive engagement on current social media platforms, including Facebook, Twitter, and Instagram while also helping explore the opportunity for revitalization and expansion of library presence on additional platforms such as TikTok, YouTube, and LinkedIn.
- 3. Utilizes graphic design skills to create engaging design for social media content.
- 4. Helps develop an advertising strategy for paid ads on social media platforms.
- 5. Maintains in-depth knowledge and understanding of social media platforms and their respective participants (Facebook, Twitter, YouTube, Google+, Pinterest, etc.). Formulates strategies on how they can be utilized in various scenarios.
- 6. Works with divisions within the library to create specific content to meet their social media marketing needs.
- 7. Works with the Community & Media Relations Manager to evaluate social media efforts, gauge success, and determine most successful tone and content.
- 8. Provides statistics from social media posts for relevant grant applications, exhibit reports, campaign debriefs, etc.
- 9. Researches and applies current trends and audience preferences to LCLS social media strategy.
- 10. Develops an optimal posting schedule to maximize engagement.
- 11. Assists the Community & Media Relations Manager in taking photos and video of library services, resources, and events, to post on social media channels.
- 12. In collaboration with the Deputy Director of Operations and the CMR team, uses insight and creativity to develop a dynamic vision and plan for social media within the context of LCLS.
- 13. Follows LCLS Social Media Policy and Procedures.

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MINIMUM REQUIREMENTS

- Associate or Bachelor’s degree in graphic design, digital marketing, or related field
- 3 years of relevant experience in social media and graphic design
- Any equivalent combination of education, experience and training that provides the required knowledge, skills and abilities

REQUIRED CERTIFICATIONS, SKILLS AND ABILITIES

- Must have a current driver’s license valid in the State of Wyoming or the ability to obtain one within six months of date of hire
- Considerable knowledge in the use of or demonstrated ability to learn current software applications such as Microsoft Office Pro, WordPress and other applicable software
- Considerable knowledge of graphics and design software, specifically Adobe Creative Cloud including but not limited to: InDesign, Photoshop, Illustrator, Lightroom, Acrobat, Premiere Pro and Bridge
- Good project management skills and ability to meet project deadlines
- Excellence in written and oral communication and relationship building
- Ability to troubleshoot software programs
- Skill in working with public entities, committees or teams, and individuals with varied backgrounds
- Good creative and interpretive skills
- Working knowledge of public library operations
- Ability to work with limited supervision, with an aptitude for detailed work and proficiency in prioritizing tasks

PREFERRED CERTIFICATIONS, SKILLS AND ABILITIES

- Knowledge of video production and editing, especially as it pertains to social media and advertising
- Familiarity of WordPress to assist in maintenance of website content when necessary or demonstrated ability to learn, basic web design, content management, accessibility and usability
- Knowledge of SEO, keyword research and Google Analytics

REPORTING RELATIONSHIPS

Reports to: Community & Media Relations Manager

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Supervises: Volunteers

PHYSICAL EFFORT AND WORKING ENVIRONMENT

The essential duties and responsibilities of this job require the employee to move or manipulate moderately heavy equipment, boxes, carts, files and/or stacks of material from one location to another.

LATEST REVISED DATE 02/2023