

**LARAMIE COUNTY LIBRARY SYSTEM
JOB DESCRIPTION**

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

JOB SUMMARY

The primary responsibilities of the person in this position are to develop, implement, coordinate, maintain, and analyze a social media program in a collaborative environment. Under the supervision of the Community & Media Relations Manager and in collaboration with the Community & Media Relations (CMR) team, the individual in this position will work to expand the library’s social media presence and create content that appropriately reflects the library’s voice, mission, and goals. The focus of the position is to directly engage and connect library patrons to Laramie County Library System (LCLS) and each other in an effort to build strong library supporters. The individual in this position will also provide additional support to the CMR team, which may include tasks associated with exhibits, public relations efforts, digital publicity, direct marketing, volunteer coordination, publicity campaigns, events and website management, as well as other duties as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. In collaboration with the CMR Manager and CMR Team, develops strategies to promote library services and the library brand strategy.
2. 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 other exciting opportunities within LCLS.
3. Responsible for the coordination of the social media team. Works with library divisions, units and the social media team to create specific content to meet their social media and marketing needs.
4. Posts and updates social media platforms to help drive engagement.
5. 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. 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.
6. Works with the CMR team to conduct market research and create publicity campaigns driven by data and feedback.
7. Maintains in-depth knowledge and understanding of social media platforms and their respective participants. Formulates strategies on how they can be utilized in various scenarios.
8. Works with the CMR Manager to evaluate social media and marketing efforts, gauge success, and determine most successful tone and content. Provides statistics from social media posts for relevant grant applications, exhibit reports, campaign debriefs, etc.

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9. Assists the CMR Manager in taking photos and video of library services, resources, and events, to post on social media channels.
10. Maintains good working relationships with counterparts at the Wyoming State Library and other WYLD libraries.
11. Maintains patron confidentiality in compliance with Wyoming state law, provides exemplary customer service, and works efficiently to execute the duties of their position. All employees will work Greeter Desk shifts as assigned and perform other related and necessary duties assigned to them by their supervisor.

MINIMUM REQUIREMENTS

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

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, Canva, CapCut (or similar) and Google Analytics

REQUIRED CERTIFICATIONS, SKILLS, AND ABILITIES

- Must show proof of eligibility to work in the United States
- Considerable knowledge in the use of or demonstrated ability to learn current software applications such as Microsoft Office Pro, WordPress and other applicable software
- 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

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REPORTING RELATIONSHIPS

Reports to: Community & Media Relations Manager

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 2/2024