



## Job Posting for Social Media & Marketing Specialist

**HOURS & SALARY:** Full-time, 38 hours per week, with a hiring range of \$19.00 – \$25.00 per hour.

Working at Laramie County Library System is about joining an award-winning organization that sets the bar for service regionally and nationally. The Library Journal 2008 Library of the Year, Laramie County Library System is a hub for engagement, literacy and learning, and lifelong curiosity and discovery. With nearly 385,000 yearly visitors to a 103,000 sq. ft. central library, two branch libraries, and bookmobile, Laramie County Library System champions a knowledgeable and engaged community.

The individual in this position will assist in developing a new social media identity for LCLS and lead efforts to expand the library's social media engagement. Working closely with the rest of the Community & Media Relations (CMR) team, the Social Media & Marketing Specialist will spearhead new initiatives that aim to make LCLS an engaged and dynamic virtual presence and an active participant in online conversations about Laramie County. The person in this position will also be an active participant in new marketing campaigns that seek to expand the public's awareness of LCLS and the wide variety of services, resources, and programming it offers. Employing a data-driven approach, the Social Media & Marketing Specialists will help assess the effectiveness of social media and marketing efforts to inform future campaigns. As a member of a small team, the individual in this position will also have the opportunity to assist with other CMR projects including art exhibition, website management, and event coordination. This position offers a wide gamut of responsibilities and tasks, making it an ideal job for those who enjoy new challenges, creative problem solving, and variety in day-to-day workload.

Social media and marketing experience, excellent organizational habits, good communication skills, exceptional creativity, the desire to work closely with a small team, and the ability to problem solve are all key to thriving in this position.

### **MINIMUM REQUIREMENTS**

Associate 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; or any equivalent combination of education, experience and training that provides the required knowledge, skills and abilities.

### **SELECTION PROCESS**

Interested applicants are encouraged to apply by completing a *Laramie County Library System Application for Employment* (available at [HTTPS://lclsonline.org/work](https://lclsonline.org/work)) and submitting a cover letter, resume and samples of graphic design work. **The application deadline is midnight on April 4, 2024.** The hiring committee will contact applicants who are selected for further testing or interviews. As a courtesy, we notify all applicants via email when a position is filled. Hiring is

contingent on a post-offer criminal history background check.

## **WORK SCHEDULE**

Work schedule will predominantly be normal business hours (8am-5pm or 9am-6pm or a variation thereof) Monday through Friday but may consist of weekend, and evening hours as well. **Anyone who works for the library must be willing to work anytime the library is open.** This position may have the flexibility to work from home 1-2 days per week as part of their normal schedule after the training period. *Laramie County Library* (Cheyenne) open hours are Monday – Thursday 10:00 a.m. to 9:00 p.m., Friday and Saturday 10:00 a.m. to 6:00 p.m. and Sunday 1:00 p.m. to 5:00 p.m. All employees are scheduled to attend monthly staff meetings and in-service days in Cheyenne.

## **BENEFITS**

- LCLS pays 100% of the employee contributions to the Wyoming Retirement System (WRS). The total rate is currently 18.62% of gross earnings (the employee rate is 9.25% and the employer rate is 9.37% of gross earnings). WRS is a pension plan that will pay lifetime benefits, regardless of the account balance, when age and service requirements are met.
- Employees pay into Social Security.
- LCLS also pays 100% of the premium for \$25,000 term life insurance policy for the employee.
- This position receives paid time off for 13 holidays, vacation and sick leave, and an annual personal day.
- Vacation leave is accrued based on the number of hours worked, so is not a lump sum, but is earned over time. Employees are eligible to use vacation leave after six months of employment (prior commitments negotiable). For the first two years, employees earn up to two weeks of vacation leave per year. The number of weeks of vacation leave increase with years of service.
- Medical insurance and a separate dental plan are available at the employee's option. LCLS pays 85% of the cost for the medical and dental insurance premiums and the employee pays the remaining 15%.
- A deferred compensation plan, prepaid legal services agreement, vision coverage, and other supplemental insurance options are also available at the employee's expense.
- Employees may join the YMCA without an initiation fee.
- Employees may join the Cheyenne-Laramie County Employees Federal Credit Union.

*LCLS is an equal opportunity employer. We support and adhere to the tenets of the Americans with Disabilities Act. LCLS is an at-will employer. LCLS provides a drug-free workplace for its employees in accordance with the requirements of the US Drug-Free Workplace Act of 1988. Hiring is contingent on a post-offer background check.*

## **QUESTIONS**

For questions about this position, contact Jesse Dorst, Manager of Community & Media Relations at [jdorst@lclsonline.org](mailto:jdorst@lclsonline.org) or 307.773.7224.