



**Christian County Library
Job Description**

Job Title: Communications Coordinator

FLSA Status: Full-Time, Non-Exempt

Admin Level: Associate Administrator

Location: Nixa Community Branch Library (primary) All Branches (secondary)

Schedule: Full-Time, 40 hours/week

Salary: \$16.00/hour, depending on qualifications

Deadline: First consideration is **Monday, Nov. 27, 2023**. Review of applications will continue until the position is filled.

[CCL Employment Application](#), resume, letter of interest, and list of references can be emailed to jobs@christiancountylibrary.org or mailed to:

Nixa Community Branch
208 N. McCroskey St
Nixa, MO 65714
Attn: Mary Thompson

Summary: Create, implement, and monitor online engagement (including social media) that contributes to the library's cohesive communication strategy.

Educational and Experience Requirements

Minimum:

- Associate degree in marketing, public relations or related field, or 2-3 years of marketing and/or customer engagement experience
- Proficiency with social media platforms (specifically Facebook, Instagram, YouTube, and LinkedIn)
- Experience with photo and video editing software (Adobe products)

Preferred:

- Experience with the entire Adobe Creative Suite
- Experience with photography
- Working knowledge of HTML, CSS, and Javascript
- Experience with public libraries or non-profit organizations

Duties and Responsibilities include the following. Other duties may be assigned.

Coordinate the Library's Social Media Presence

- Create, share, monitor, and approve content, that meets the library's brand, social media standards, and frequency guidelines
- Engage users with prompt responses, asking questions, and cultivating relationships
- Collaborate with other staff members to produce original and engaging social media content
- Increase library exposure through social media platforms and create actionable plans to grow followers, increase the library's reach and community engagement
- Submit library events to online media calendars
- Track efforts and progress by using analytical tools and user statistics
- Keep up with social media trends and identify new social media opportunities for the library

Create and Edit Library Photo and Video Content

- Film, create, edit, and approve video and motion graphic content to maintain cohesive messaging and brand identity
- Capture photographs and videos of library events and services and organize files
- Organize and collect signed media release forms when applicable

Other Communications and Design Tasks

- Collaborate with the Communications Department to determine the library's visual identity, communications strategy, and overall branding
- Write, proof, and edit external and internal library communications including flyers, blogs, press releases, articles, etc.
- Assist with design projects as needed
- Provide feedback, input, and content regarding the library's website

Communication with Co-Workers & Administration

- Effective, timely, thorough, and respectful communication with co-workers in person, by phone, written, or email.
- Effective, timely, thorough, and respectful communication with Administration regarding scheduling requests, absences, co-worker performance issues, procedures, policies, etc.
- Effective, timely, thorough, and respectful communication with IT on technological issues and the use of the IT ticketing system

Physical Demands

The physical demands described here represent those that must be met by an employee to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Remain in a stationary position for the majority of the workday
- Constantly operate a computer, office productivity equipment, camera and audio equipment, and print production equipment
- Occasionally move up to 30 lbs.
- Ability to perceive and distinguish colors and shapes

Knowledge, Skills, and Abilities

- Basic computer skills- familiar with using the internet, office productivity software (i.e. Google, Microsoft), and email
- Working knowledge of reader interest levels, books, authors, and reference sources
- Ability to work with printers and photocopiers, paper cutters, and utility knives
- Working knowledge of automated library circulation systems and online databases
- Working knowledge of print, non-print, digital, and online information sources available from a wide variety of sources, including publishers, the internet, and library and vendor-based systems
- Ability to develop or demonstrate necessary decision-making, leadership, team-building, strategic, conflict resolution, and marketing skills
- Ability to set priorities, organize, and coordinate multiple projects
- Ability to successfully maintain the performance of assigned duties and responsibilities to achieve the desired outcome
- Ability to communicate effectively verbally, in writing, and by listening
- Ability to interact in a positive, effective manner with supervisors, coworkers, and the general public
- Ability to perform with minimum supervision, to work collaboratively in a team environment, and to demonstrate professional standards, good judgment, dependability, and timeliness in work environments
- Ability to adapt to multiple demands and changing priorities and at times accommodate changes in work schedule to meet job responsibilities
- Ability to present ideas and provide instruction. Comfortable with teaching and using various forms of technology