



Digital Marketing Specialist

REPORTS TO:	Communications Manager
JOB CLASSIFICATION:	5
STATUS:	Non-exempt
REVISED:	30 Jun 2020
REVIEWED:	30 Jun 2020

BASIC FUNCTION:

Under the general direction of the Communications Manager, the Digital Marketing Specialist works 23 hours a week to create, implement and deliver online media content. This includes writing blogs for the website, managing the library's email marketing system, creating content for social media, coordinating support for the library's app (CCPL Mobile) and other similar duties. Duties may require independent judgment and action within specific parameters.

The library expects all employees to observe and develop our core values of: Motivation, Positive Attitude, Respect for Others, Strong Commitment to Customer Service, Sense of Humor, Integrity, Honesty, Tolerance and Flexibility.

RESPONSIBILITIES:

- Schedule content on current, new and emerging social media platforms.
- Work with the Communications Manager to coordinate support/updates for the library's app and its functions across all device platforms.
- Coordinate and create content for the library's digital marquees for system-wide publicity initiatives.
- Write blogs for the website to promote library services and materials.
- Perform routine website maintenance when updates are available for plugins and the WordPress software.
- Compile monthly narrative reports for the position using Google Analytics, ensuring that statistics for the website/app usage and social media participation are effective, complete, accurate and submitted on time.
- Create and update video signage at patron services desks.
- Work closely with all departments to ensure integration of programs, activities and services with social and digital marketing.
- Perform related duties as assigned.

EXPERIENCE AND EDUCATIONAL REQUIREMENTS:

- Bachelor's degree in web design, marketing, public relations or related fields combined with experience in web-based development.
- Experience with content management systems, WordPress preferred.
- Demonstrated experience in digital communications and digital marketing campaigns.
- Experience utilizing various social media platforms, including but not limited to, Instagram, Twitter and Facebook.
- Strong verbal and written communication skills.
- Extensive computer experience with standard office software, including Microsoft Office products, email, and internet usage.
- Two years of relevant professional work experience preferred.
- Valid driver's license and satisfactory driving history. Personal transportation that can be used for business travel is required.

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

Individuals may need to sit or stand for extended periods. Manual dexterity to manipulate library materials required. Ability to communicate orally and in writing effectively. Work extensive hours at the computer screen. Reaching above shoulder heights, below the waist or lifting as required to file documents or store materials throughout the work day. Ability to do repetitive tasks with speed and accuracy. Employee may need to carry, push, pull, or lift up to 30 pounds. Proper lifting techniques required. Push and pull fully loaded (50-100 pounds) book trucks. Ability to work under pressure, coordinating multiple responsibilities simultaneously, and meet firm deadlines.

The job description is not a contract between the Library and the employee. The Campbell County Public Library is an at will employer. The job description duties may be changed at the discretion of the Library and/or the Library may request the employee to perform duties that are not listed on the job description.

ACCEPTED BY:

Employee: _____ Date: _____

Supervisor: _____ Date: _____