

OTONABEE – SOUTH MONAGHAN PUBLIC LIBRARY

Job Description – Social Media-Marketing-Program Clerk		
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Immediate Supervisor

Chief Executive Officer

Position Supervised - Program Volunteers

The role of the Social Media-Marketing-Program Clerk position is to assist the CEO to facilitate library services to the patrons of the OSM Public Library, as required by the policies and procedures as established by the OSM Public Library Board.

Position Summary

The Social Media-Marketing-Program Clerk is responsible for the development, and implementation of digital and technical services of the OSM Public Library for staff and patrons of all ages and skills. The Social Media Content Program Clerk promotes library services in various formats and assists with maintaining the library's website and social media presence. This position also assists at the circulation desk, involves flexibility in terms of working days, nights, and weekends.

Qualifications

- Post-secondary diploma in Communications, Graphic Design or Marketing or relative or equivalent combination of education and experience.
- Minimum Grade 12 diploma
- Experience working with social media, promotion and Google Ads
- Previous experience in a public library setting is an asset

Responsibilities and Skills

- Works closely with the CEO to implement social media strategies that raises awareness of the library's "brand," to attract more patrons, boost attendance, and promote meaningful connections and community engagement through the use of print and digital collections and e-resources.
- Ensure a consistent brand presence, personality, and voice across all adopted social media platforms and print forms
- Stays on top of current social media trends, insights from content, and best practices
- Research new social marketing platforms and adopt new ones based on library needs
- Designs, creates and distributes materials in print and digital platforms to promote library services, programming and fundraising activities (multiple times per day)
- May attend promotional and community outreach events which highlights library services.
- Creates an action plan which promotes library services.
- Generate and follow a content calendar
- Generate registration forms
- Familiarity with **Google Ads**

- Familiarity with analytics tools: knowledge of the most popular analytics platforms (e.g., **Google Analytics**) and how to analyze data from those sources
- Time management skills: the ability to stay organized and manage time effectively to ensure tasks are completed on schedule
- Expand the library's online presence to generate additional community awareness and involvement.
- Works within an approved budget.
- Assist with the development and presentation of technology/digital workshops and other library programs.
- Must possess ability to record, convey and present information, explain procedures and follow instructions.
- Must be able to pay close attention to details and concentrate on work
- Proficiency with top social media platforms like Facebook, Instagram, TicTok, Pinterest etc. at a level that enables you to publish paid and organic campaigns, analyze results, and optimize for ongoing improvement
- Strategic planning abilities: knowing how to plan and implement successful campaigns across multiple channels/platforms
- Maintains knowledge of current events in the Municipality of Otonabee – South Monaghan
- Copywriting skills: the capacity to write effective sales copy and create compelling content that informs and entertains audiences
- Basic design skills: having an eye for detail and the capacity to create aesthetically pleasing visuals such as infographics or videos
- Customer service experience: having prior experience handling customer inquiries and complaints on social media
- Other duties as assigned

Core Duties (Applicable to all staff)

- Open/Close library
- Provide patrons with assistance as required
- Provide patrons with information about the library and its services
- Provide readers' advisory and information services
- Create and edit memberships for new and existing patrons
- Check in/check out library materials at the circulation desk
- Shelve returned library materials
- Shelf-read
- Handle cash
- Contact patrons regarding overdue material, holds
- Shall have knowledge of the library's collection and new additions to the collection in any format
- Assist patrons with computers or refers questions to appropriate staff when necessary
- Perform other duties as required
- Record statistics

Working Conditions:

- Adequate workspace conditions, with adequate temperatures, ventilation and lighting
- Normal exposure to noise, stress, and disruptions
- Medium work, with occasional lifting/carrying of objects with weights of twenty pounds
- Use of keyboard
- Eye strain
- Scanning/wrist movement (flipping books to be scanned)
- Coordinated movements of fingers/hand; and simple movements of feet/legs and torso, bending and reaching
- Must be able to pay attention to details and concentrate on work
- Requires some outdoor work such as snow removal and watering of plants, light workplace cleaning when required

Equipment and Material Use

- Software packages, Insignia automation system, photocopier, fax machine, personal computer, alarm functions, e-books, e-readers, e-resources, tablets, various cell phones

Conditions of Employment

Ability to effectively communicate verbally and in writing; provide excellent customer service; recognize and set priorities; plan, organize, and coordinate work; work effectively in a team setting; display a cooperative attitude and work harmoniously with all levels of employees, volunteers, the public, and other organizations; complete assignments on time; understand and comply with all procedures, policies, and regulations; maintain prompt and regular attendance.

- Proven ability to exercise tact and good judgement
- Follow Health and Safety policies and procedures
- Must successfully pass a Vulnerable Sector criminal record check
- Possess ability to record, convey and present information, explain procedures, and follow instructions
- Attend all staff meetings
- Must possess a valid driver's license or ability to get to all library locations and marketing events.
- May be required to take Emergency First Aid Certificate
- 15-hours per week, ability to work a variety of hours including days, evenings, and some weekends (flexible).

Other Duties

Ensure the confidentiality of all information in accordance with the Municipal Freedom of Information Officer

Adhere to the Occupational Health and Safety Act and the Library Board's Health and Safety Policy