**Job Description**

Position Title**:** Content Specialist

Classification:7

Supervisor Title:Marketing & Communications Supervisor

FLSA Status: Non-Exempt

## REQUIREMENTS FOR ALL EMPLOYEES

1. Ability to work pleasantly and effectively with staff, patrons, supervisor and others.
2. Ability to work accurately in a changing and varied environment, and with frequent interruptions.
3. Ability to communicate clearly.
4. Ability to use various technologies to complete work.
5. Ability to follow library policies and procedures.
6. Ability to work independently and productively.
7. Ability to understand, practice and demonstrate the library’s Standards of Excellence for Public Service.

## POSITION SUMMARY

Under the supervision of the Marketing and Communications Supervisor, the Content Specialist is responsible for producing content that supports the library’s strategic plan and marketing initiatives. The Content Specialist assists the Marketing and Communications Supervisor with updating and maintaining a variety of communications channels including, but not limited to, the library’s website, social media, email newsletters, and print publications.

## REQUIREMENTS FOR THIS POSITION

1. Ability to gather and produce quality content for web and print applications.
2. Ability to collaborate with colleagues throughout the library.
3. Ability to maintain current knowledge of social media trends and best practices.

## EDUCATION/EXPERIENCE REQUIRED

1. Bachelor’s degree in English, Communication, Journalism, or related field or  
    equivalent experience in professional or freelance settings.

2. Background in writing, editing, content strategy, and/or social media.

## ESSENTIAL FUNCTIONS

1. Writes quality content across a variety of platforms, including features on library services and events, staff reviews of books and other materials, human interest stories about patrons and/or staff, and other projects as determined by the Marketing and Communications Supervisor.
2. Assists the Marketing and Communications Supervisor by contributing to the library’s social media accounts and managing comments and online reviews.
3. Updates and maintains the library’s website.
4. Assists in print and email newsletter creation as needed.
5. Participates in editorial planning meetings.
6. Participates in relevant training, continuing education and/or professional development.
7. Performs other duties as assigned.

## PHYSICAL REQUIREMENTS

1. Frequent sitting, some walking.
2. Lifting 35 lbs., bending, stooping, climbing, pushing, pulling up to 75 lbs., reaching, handling and fine manipulation skills.
3. Vision for near and far.