



POSITION: PART TIME DIGITAL MEDIA COORDINATOR

REPORTS TO: LIBRARY DIRECTOR

AVAILABLE: IMMEDIATELY

COMPENSATION: 27 HOURS / WEEK; \$20 / HOUR

Township Library of Lower Southampton, Feasterville PA has an opening for a highly motivated librarian with exceptional design skills, media experience and an interest in promoting libraries and their unique place in the community. Websites, social media, marketing, branding have all become essential tools for libraries which now compete for customers in a crowded field of information and entertainment providers. The Digital Media Coordinator creates and implements a comprehensive strategy for the Library's PR/marketing/media efforts. Also coordinates, finalizes and posts staff contributions. Welcomes the opportunity to keep the library a focus of the community through creative innovations & gonzo thinking.

Qualifications:

- Master's Degree in library science preferred (MLS student considered) plus digital media experience or
Or
- Bachelor's Degree with a concentration in graphic design, media, or communications with public library experience would be considered.
- Excellent design and written skills.
- Website design a must, experience in Word Press a plus
- Positive, enthusiastic, user-oriented approach to public service.
- High proficiency with computers and software products. Ability to assist staff and public with computers and electronic devices; databases and streaming, etc.
- Organized. Ability to multitask with interruptions, to effectively manage priorities and meet deadlines

Scope of Responsibility:

Responsibilities fall into two categories: media / marketing and general information services:

1. Media: Lead and function as "go to" person regarding all aspects of library's media efforts. This includes maintaining the library website, e-newsletter, library's Facebook and Instagram accounts, in-house slide deck, as well as print media. Works with staff to create quality flyers, brochures, articles, etc. setting standards and instructing as needed. Assists in creating and implementing comprehensive market plan to best achieve the library's strategic plan and goals.
2. Performs public service duties as scheduled: assisting patrons with information requests, helping with digital electronic media and their devices, etc.

TO APPLY: send cover letter, resume, link to webpage you've designed, and as many design & written samples as you wish to:

stranzd@buckslib.org , "library job" in subject line

or send same to:

Director
Township Library of Lower Southampton
1983 Bridgetown Pike
Feasterville, PA 19053