

Position Description - Fremont County Library Foundation

TITLE: Social Media and Marketing Specialist

HOURS: Part Time 10 +/- hrs/wk, Contracted Services

PAY RATE: \$17 - \$22/hr Based on experience.

BENEFITS: Responsibility of the Contractor

HOLIDAYS: Duties accomplished outside recognized holidays.

REPORTS TO: Foundation Board President

SCHEDULE: Flexible

LOCATION: Preference given to Fremont County Wyoming Residents.

General Summary:

The Fremont County Library Foundation is seeking a Social Media and Marketing Specialist to assist the FCLF Board in creating and executing the Foundation's marketing and social media strategy, to create and build brand awareness, engage with current members, and attract new foundation donors. This position will collaborate with Foundation board members and the Fremont County Library District to create regular content for promoting Foundation events and donation opportunities, library services, materials, and events. The ideal candidate will be a creative self-starter with strong visual design and copywriting skills, a finger on the pulse of trends, and a passion for libraries.

Essential Duties and Responsibilities:

- Produces copy, graphics, and other content tailored to multiple social media platforms. Keeps up-to-date on library services, programs, events and initiatives. Creates relevant and timely content to:
 - Increase awareness
 - Drive patron participation
 - Solicit donations
 - Demonstrate the Library System's impact.
- Schedules and manages social media content. Maintains and updates social media profiles.
- Collects photos from library events in each of the three branches. Collects and maintains a database of photo releases.
- Monitors and responds to social media posts in a timely, respectful, accurate, and informative manner, providing excellent customer service across all social media channels.

- Assists Board with social media, email, and direct advertising campaigns
- Creates a marketing/social media report for each bimonthly board meeting. Researches and provides updates of the latest social media and marketing platforms, trends, and best practices.
- Keeps up-to-date on Fremont County and major pop culture and national happenings, trends, events and activities.
- Performs other functions assigned to position to ensure effective and smooth continuity of operations and transactions in the best interests of the library foundation.
- Work a flexible schedule that includes days, nights and occasional weekends.

Education, Experience and Certification:

- Experience as a social media specialist, content creator, graphic designer, or similar position with a portfolio of examples preferred.
- Associate or Bachelor's degree in marketing, communications, public relations, or related field preferred; or equivalent combination of education and experience.
- Strong familiarity with the business applications of social media platforms (Facebook, Twitter, Instagram, etc.)
- Must have a valid U.S. driver's license.

Computer Skills:

To perform this job successfully, an individual should be proficient in: Adobe Creative Suite; Microsoft Office Suite; G Suite; Social Media Scheduling Software. Preferred experience with Canva Pro.

Other Skills:

Must be able to communicate effectively in both oral and written form. Desire a strong understanding of photography and video production for all social media platforms.

Work Environment:

Position has the ability to work from home, with occasional attendance at Library Foundation meetings and events.

Accountability:

Budget and quality control as it relates to promotion and communications. Exercise high judgment and on-brand messaging, particularly in narrow time frames.

Supervisory Responsibilities:

This job has no supervisory responsibilities.

Travel Requirement:

Minimal with occasional travel to Dubois, Riverton and Lander. Travel expenses associated with duties negotiated and prearranged. IRS travel rates applicable.

The above is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive list of duties, responsibilities and requirements.