



## **Adult Programming and Media Specialist**

### **Summary of Position:**

The Adult Programming and Media Specialist reports directly to the Library Director. The major areas of responsibilities for this position are planning and running adult programs, developing marketing content for all Library programs and news, and providing training and consultation to patrons and staff on technology. This employee must also be skilled in using and stay current with social media. This employee is expected to work evenings and at least two Saturdays per month.

### **Required Qualifications, Knowledge, Skills & Abilities:**

Associate or Bachelor degree preferred; substantial relevant experience will be considered in lieu of the college degree. Sufficient experience and understanding of basic library and marketing principles relevant to the major duties of the job. Familiarity with multiple software applications (such as Canva, MailChimp, Microsoft products, Adobe products) and mobile devices (smartphones, e-readers, tablets) is essential.

The Adult Programming and Social Media Specialist must exhibit the following:

- Ability to design and create print and online media publicity (i.e. website, signs, social media, brochures, etc.).
- Excellent computer skills and ability to learn and adapt to new software programs
- Strong organizational skills and ability to manage and execute multiple projects.
- Excellent writing and communication skills.
- Comfortable facilitating programs and speaking in front of an audience.
- Ability to engage community partners, patrons and staff in promotion of the Library.
- Ability to work effectively and cooperatively with staff, patrons and volunteers.

*This job specification should not be construed to imply that these are the exclusive standards of the position. Employees may be required to follow any other instructions, and to perform and other related duties, and/or shift changes as may be necessary.*

### **Essential Duties**

#### **Website and PR-Related Tasks**

- Monitor and maintain the Library's website and social media outlets for currency, functionality, consistency, and presentation; create online forms and documents as necessary.
- Create signs, posters, flyers, and other promotional materials for all library programming and events.
- Maintain event calendar and registration program for all library events.
- Be familiar with HTML, CSS and graphic design basics.
- Schedule social media content using Meta Business Suite Planner.
- Monitor and track website traffic and information through Google Analytics.
- Update and maintain accuracy of Google My Business information.
- Update outside sidewalk signs.

## **Adult Programming Tasks**

- Research and document possible programs or events that address the needs and educational opportunities for adult-aged patrons.
- Project and implement a consistent schedule of adult programs and events.
- Contact presenters to schedule events and request all necessary performer paperwork for all events.
- Communicate any funding requirements in order for payment to be processed by the Director.

## **Technology and Other General Duties**

- Provide patrons with technology related assistance, as well as providing training to staff and patrons.
- Work with the Director to coordinate and train staff about any new features to library technologies and/or programs (i.e., meeting software, Beanstack, etc.).
- Be knowledgeable with all Library policies.
- Able to assist at the circulation desk and provide backup assistance to the desk clerks with all circulation related responsibilities.

## **Working Conditions/Physical Requirements:**

- Consistent contact with patrons; must be able to maintain professional demeanor.
- Normal office environment: carpeted and tiled floors, high computer and phone usage; standard office desk and chair. Regular interruptions to assist the public.
- Must be able to lift and carry up to 25 lbs frequently. Carrying/lifting 25-50 lbs occasionally. Carrying/Lifting over 50 lbs infrequently.
- Reaching at, above or below, shoulder height is occasionally required.
- Pushing/pulling required frequently for movement of book carts.
- Frequently grasps and handles items, finger dexterity required for typing and control of other office equipment such as telephones, copy and fax machines. Torquing occasionally required.
- Physical considerations; bending, squatting, crouching, twisting, balancing, climbing and kneeling all required at some time during duties. Crawling not required.
- During an 8-hour day this employee may be required to sit for between 4-7 hours, stand for between 2-4 hours, and walk for 1-4 hours.

## **Cognitive & Sensory Requirements:**

- Talking: Necessary for communication with patrons, staff, and others.
- Hearing: Necessary for receiving instructions, queries from patrons, and requests from staff.
- Sight: Necessary for doing job effectively and correctly.
- Tasting and smelling: Not required.

## **Summary of Occupational Exposures:**

- Exposure to dust, mold, mildew, and copy machine toner, and occasionally to cleaning and book processing fluids.

## **Personnel Issues:**

Library employees are governed by the Barrington Public Library personnel policy. Termination procedures for this position shall conform to Section 202-A: 17 of the NH Library Laws.

This position is 34 hours per week (hourly wages with single person health benefits) and is Grade 5 on the Town of Barrington Wage/Grade Scale.