



Social Media Specialist
Lisle Library District (LLD)

Are you ready to join the LLD Administrative team and promote innovative services, resources, and programs? The LLD seeks a Social Media Specialist who is thoughtful, organized, and understands public service. This position involves using specialized techniques to coordinate Library promotional materials, resources, and communications. Involves public relations activities. This is a part-time position with benefits. Some evening and weekend work required.

Core Expectations:

- Promote Library-wide events, services, and news using appropriate and effective strategies and techniques.
- Contribute and post original content to website and other online platforms. Write public relations pieces for news publications.
- Assist in editing/proofreading Library newsletter, brochures/flyers, and online calendar.
- Supply LLD information to local online community calendars and newsletters to enhance LLD reach.
- Provide monthly social media statistics to LLD Administration.
- Contribute to the development of LLD marketing plan in accordance with promotional objectives of Director.
- Contribute to planning Library-wide events.
- Research community platforms befitting the LLD. Seek new outlets for advocacy activities.

Part-time | Hours: 22.5 Includes IMRF and PTO benefits. Some weekend and evening work required.

Salary: Begins at \$20.35 per hour/DOQ

Please supply a letter of interest, writing sample/s, and resume to Tatiana Weinstein at tatiana@lislelibrary.org.

Lisle Library District (LLD) | 777 Front Street | Lisle, IL | 60532 | 630-971-1675

SEE JOB DESCRIPTION ATTACHED →

Social Media Specialist



Position Title: Social Media Specialist

Reports To: Library Director

Department: Administration

Status: Non-Exempt

Description: This position involves producing communications for the LLD using specialized techniques to promote the LLD's materials, resources, and services via social media.

Hour Requirements: Part-time 22.5 hours per week; includes IMRF and PTO benefits. Regular schedule is during the day. May include evening and weekend hours dependent on operational or special event needs. This position is on-site (not remote).

Essential Duties:

1. Promote Library events, services, and news using appropriate and effective social media strategies and techniques.
2. Write original promotional content in accordance with objectives of the Director. Writing assignments may include press releases, social media posts, assisting with grant projects, and newsletter content.
3. Plan, create, and share new social media content that builds meaningful connections, increases awareness, and encourages participation. Posts shall be scheduled for daily release; most days having multiple posts.
4. Capture and analyze social media data/metrics and insights to measure the success of campaigns; utilize the information to refine future campaigns. Provide regular reports/statistics to supervisor.
5. Monitor SEO and engagement and suggest content optimization.
6. Find ways to encourage greater social media participation.
7. Collaborate with internal teams to ensure consistency in messaging and branding.
8. Verify information with internal teams before posting new information.
9. Stay up-to-date with the latest social media trends, tools, and best practices.
10. Appropriately respond to comments and messages from followers, fostering a sense of community and support of the LLD.
11. Proofread LLD communications as assigned.
12. Participate in committee and project teams as assigned.
13. Attend staff/departmental meetings; must be able to commute to Library per assigned schedule.

Qualifications:

1. Bachelor's degree and/or LTA certificate. At least two years working in a service-oriented environment required; public library experience an asset.
2. High level of fluency with traditional and emerging technologies. Familiarity with CMS and Adobe Creative Suite a plus.
3. Excellent critical thinking, interpersonal, communication, time-management, and problem-solving skills.
4. Ability to speak, read, and write English effectively. Strong attention to detail. Exemplary proofreading skills.
5. Ability to accept routine directional/constructive critique and provide modifications to achieve departmental goals.
6. Ability to turn comprehensive information into easily understandable communications for diverse audiences.
7. Superior time management skills.
8. Mobility sufficient to maneuver safely between workstations.
9. Vision adequate to read computer and device screens and a variety of print materials. Adequate finger dexterity is required to perform keyboard and device operations.