

Communication Coordinator Job Description

This person will be responsible for Jenkintown Library's overall communications and will manage the Library's "personality" in written and visual form such that the Library's unique "Voice" emerges. This will be accomplished through regularly updating and maintaining the Library's website as well as promoting, marketing and increasing the visibility of Jenkintown Library through email, a regular newsletter, program announcements, and social media networks.

This position requires excellent computer, organization, and communication skills as well as the ability to implement social media strategies that promote Jenkintown Library. This position also requires the candidate to demonstrate creativity, self-initiative and excellent writing and photography skills.

Reports to Library Director

Responsibilities

- Website
 - Be proficient at regularly updating and maintaining the Library's website
 - Update the website weekly, specifically, the Home page, the Children's page, and the Teen page. The About Us page will be updated as needed with new staff, board members, photographs
 - All website photographs will include people as well as places and/or activities.
- Social Media
 - Be proficient at and stay up-to-date on the social media practices of Facebook, Instagram, Twitter
 - Be aware of new opportunities for social media marketing that may benefit the Library
 - Analyze the effectiveness of social media on current program practices and fundraising campaigns
 - Create a minimum of four (4) posts on social media (Facebook, Instagram) per week and post more frequently as events occur. The same post may be used on both Facebook and Instagram. Each post must have a visual component (photographs, graphics)
 - Create Twitter posts as needed for emergency situations that the community should know about immediately

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- Other
 - Collaborate with staff and board of directors on special projects
 - Attend monthly board of directors meetings
 - Assist with other communication-related tasks assigned by your supervisor
 - Attend library staff meetings as requested by your supervisor
- Programs
 - Act as a resource for library staff in promoting various programs
 - Be proficient with the use of Canva to create library flyers, brochures, booklets, bookmarks
- Newsletter
 - Produce monthly newsletter that is available digitally and in print. Newsletter is available to the public on the first (1st) day of each month and will include the current month's and the first (1st) week of the next month's events. The newsletter is a one (1) page snapshot of the Library's monthly events.
- Emails
 - Be proficient at using the Constant Contact email program
 - Use email to inform the community of urgent business news of the Library and/or changes to the logistical operations of the Library

Hours

- 10 hours per week

Qualifications

- Demonstrates strong project management skills
- Has in depth knowledge and understanding of social media platforms
- Has the ability to effectively communicate information and ideas while embodying the "Voice" of the Library
- Must be comfortable working in a team environment
- Must be able to work remotely
- Must provide written and photographic samples of work
- Must be able to work well with others and relating to the public
- Must be resourceful at problem solving
- Must be able to work independently
- Must be comfortable taking initiative

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Trial period

- Each new employee shall be considered on a trial period for 90 days
- Should the Library Director or the Board of Directors wish to terminate the employee during the trial period, she/he may do so with Board approval
- A performance review of the employee's work will be conducted during or at the end of the trial period

Potential employment is contingent on completing and submitting within 60 days of hire the results of the following background checks:

- PA State Police Criminal History
- Child Abuse History
- FBI Clearances

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