



## **Position: Social Media Manager & Youth Services Assistant**

The Social Media Manager & Youth Services Assistant is responsible for implementing social media strategies; engaging with patrons on social networks; studying analytics; and exploring and adopting new social media tools and platforms. Additionally, this role is responsible for creating calendars, designing flyers, and updating the library's page on the Lackawanna County Library System (LCLS) website. This position also supports and assists the Head of Children and Youth Services in the planning and implementation of youth programming, events, and literacy initiatives.

### **Essential Responsibilities:**

- Serves as lead on NPPL social media platforms and online outlets.
- Researches current trends and best practices for social media and library promotion to develop posting schedules and content.
- Tracks social media use and analytics and adjusts content and posting schedule accordingly.
- Expands NPPL's social media presence by exploring/creating accounts on platforms not currently used by the library.
- Observes and complies with NPPL social media policy.
- Coordinates with Library Director, Development Director, Head of Children's & Youth Services, and Head of Adult Services to create and disseminate information and PR pertaining to programs, events, literacy initiatives, etc.
- Updates NPPL's webpage on LCLS website, including posts, events, calendars, and special announcements.
- Creates and distributes promotional materials, including calendars, flyers, and signs.
- Assists the Head of Children & Youth Services with the planning, promotion, and execution of story times, programs, displays, and events for individuals ages 0-17.
- Stays current with children and young adult trends to identify, recommend, and help develop initiatives for kids' and teen programming.
- Participates in outreach activities and community events for NPPL and LCLS.
- Establishes and maintains a high customer service performance standard.
- Performs full range of circulation desk duties including, but not limited to, providing readers advisory and reference services; issuing library cards; checking materials in and out; renewing materials; reserving books; preserving patron privacy; ordering interlibrary loan items; collecting fines; shelving books; shelf reading; answering the phone; providing copying, printing, faxing, and scanning services.
- Addresses public and staff computer issues and communicates with IT department to resolve technical problems.
- Other duties as assigned.

### **Knowledge, Skills, and Abilities:**

- Must possess impeccable written and oral communication skills.
- Social media analytical tools.
- Familiarity with Canva.
- Demonstrates a working knowledge of library principles and practices.
- Enthusiastic about serving the library's community.
- Works in a pleasant and effective manner with supervisors, patrons, co-workers, and volunteers.

- Understands computers, automated library systems, the Internet, Microsoft Office, and a variety of mobile devices.
- Works independently and takes initiative to successfully complete duties.

**Physical Demands and Work Environment:**

- Physical ability to stand or sit for several hours.
- Lift up to 25lbs, reach, bend, kneel, crouch, and push carts loaded with books.
- Ability to listen and clearly communicate in person and on the telephone.

**Qualifications:**

- High school diploma or equivalent.
- Valid driver's license.

**Preferred Qualifications:**

- Bachelor's or graduate degree in education, social sciences, PR, marketing, or related field.
- Professional experience working with children and teens in a library or school setting.
- 1 or more years' experience working in a library.
- Knowledge of and/or proficiency in WordPress.
- Familiarity with digital devices and websites.

**Schedule & Rate:**

- Full time, 35 hrs/week, some nights and Saturdays. Starting rate: \$15.03/hour. Includes full benefits package as outlined in LCLS Personnel Policy.  
**\*Schedule subject to change based on the needs of the library.**

If offered the position, the offer will be contingent upon the candidate completing and submitting the following documentation prior to the start date. All clearances must be dated within one year of the start date and must be completed for the purpose of employment. Volunteer clearances will not be accepted.

- **Pennsylvania Child Abuse Clearance**  
<https://www.compass.state.pa.us/CWIS/Public/Home>
- **Pennsylvania Criminal History Record**  
<https://epatch.state.pa.us/>
- **Federal Criminal History Record**  
<https://www.education.pa.gov/Educators/Clearances/Pages/default.aspx>
- **Mandated Reporter Training Certificate** (link and other information provided upon hire)

**To apply, please send your resume and cover letter as a PDF file along with three social media writing samples to the Library Director at [jyeager@albright.org](mailto:jyeager@albright.org).**