



Title: PART-TIME DIGITAL AND SOCIAL MEDIA MARKETING COORDINATOR

Employer: Chester Springs Library (CSL)

Location: Chester Springs, Chester County, PA

Hours: 16 hours/week (part-time) Wednesdays and Fridays 10am to 6pm

Wages: \$12.00/hour

Position Overview:

Chester Springs Library is looking for a Digital and Social Media Marketing Coordinator to help implement and maintain marketing efforts across multiple social networks such as Facebook, Twitter, and Instagram, create graphics for events and publish electronic newsletters. This position will also offer assistance to the Circulation Desk Specialists as needed.

Essential Job Functions:

- Creates, maintains and optimizes social media on Facebook, Twitter, Instagram
- Creates graphics for social media
- Enters events on Chester County Library electronic calendar
- Tracks and reports analytics for social media
- Publishes bi weekly Constant Contact newsletter and updates patron emails
- Performs opening and closing procedures at Library as needed
- Assist Circulation Desk Specialists as needed
- Assist Library Director with events as needed
- Prepares press releases
- Updates on site bulletin boards

Education, Experience and Skill Requirements:

- At least two years experience in social media marketing
- Knowledge of electronic newsletter platforms
- Detail oriented with strong organization and time management skills
- Ability to work independently to maintain own work flow and meet deadlines
- Ability to be positive, adaptable, creative and forward thinking
- Ability to develop and maintain effective, collaborative working relationships in and across organizations
- Circulation Desk experience welcomed but not expected, training will be provided

All library positions require the following criminal background and child abuse clearances: Report of criminal history from the Pennsylvania State Police (PSP); Child Abuse History Clearance from the Department of Human Services (Child Abuse); and Fingerprint based federal criminal history submitted through the Pennsylvania State Police or its authorized agent (FBI).

Send cover letter, resume and three professional references to nniggel@ccls.org

Deadline for applications is December 17, 2018. Chester Springs Library is an Equal-Opportunity Employer. Position is open until filled.

ABOUT CHESTER SPRINGS LIBRARY

Chester Springs Library is the educational cornerstone of the Village of Historic Yellow Springs in West Pikeland Township, Chester County. The mission of the library is to EDUCATE, ENGAGE AND ENRICH. We deliver quality equal opportunity education to students of all ages. As a member of the Chester County Library System, Chester Springs Library combines the powerful capabilities of the larger system with personalized instruction and enrichment. Users benefit from the vast resources – from powerful online tools to extensive holdings – while enjoying a friendly atmosphere dedicated to advancing the economic, social and personal quality of life in our community.