

MAXWELL MEMORIAL LIBRARY

14 Genesee Street, Camillus, NY 13031 Phone: (315) 672-3661

Web: www.maxwellmemoriallibrary.org E-mail: director@maxwellmemoriallibrary.org

Job Title: Social Media Library Clerk

Job Category: Part-Time Regular

Pay Range: Hourly, starting \$16, commensurate with experience

Job Description: The Social Media Library Clerk supports the library's outreach and engagement efforts by creating, scheduling, and managing content across social media platforms. This role helps promote library programs, services, collections, and community initiatives while maintaining a consistent and engaging online presence. They also work a set shift each week at the library circulation desk, to be determined by schedule openings and by the director and clerk together. At least one Saturday per month will also be part of the schedule, as well as evening hours. Additional time requirements include monthly staff meetings, occasional trainings outside of work hours, and substituting for other clerks.

Key Responsibilities & Abilities

- Create, schedule, and publish content for social media platforms (e.g., Facebook, Instagram, TikTok).
- Experience in Canva, photo and video editing, and social scheduling software.
- An understanding of social media engagement and demonstrated ability to increase engagement and followers.
- Promote library events, workshops, new materials, and special initiatives.
- Capture photos and short videos during library programs and activities.
- Monitor comments and messages; respond to or escalate inquiries as appropriate.
- Assist with developing social media campaigns to increase community engagement.
- Track engagement metrics and prepare basic performance reports.
- Maintain a content calendar aligned with library programming.
- Ensure posts follow library branding, accessibility, and communication guidelines.
- Working at the circulation desk and handling all patron transactions.
- Mastering the Polaris integrated library system and using it effectively for circulation and to answer questions.
- Fielding basic- to intermediate-level reference questions.
- Effectively using Internet and electronic resources for library tasks and helping patrons.
- Answering the phone and handling inquiries.
- Working well with patrons of all ages and walks of life.
- Working as a competent and friendly team member with other staff.
- Regularly using library email to keep abreast of library news, updates and issues.
- Completing special tasks (one-time or ongoing) assigned by the director.
- Some physical ability – the job entails lifting or otherwise moving bins and bags of library materials up to 50 lbs., bending and reaching, and working on your feet.
- On an ongoing basis, participating in professional development opportunities to build skills necessary to work effectively in the current library setting. This can be done through workshops and trainings offered by the library, Onondaga County Public Library System, and regional library organizations, as well as through independent studies and continuing education.

Qualifications

Education & Experience:

- High School diploma or equivalent.
- Experience managing social media accounts for an organization preferred.
- Experience working in a library or customer service environment is a plus.

Skills & Abilities:

- Strong written communication and proofreading skills.
- Basic graphic design skills (e.g., Canva, Adobe Express).
- Familiarity with social media scheduling tools.
- Ability to engage professionally with diverse community members.
- Organizational skills and attention to detail.
- Basic photography and video editing skills preferred.