



Campbell County Public Library
Employment Opportunity Posting
Posted March 12, 2025

JOB OPPORTUNITY

JOB TITLE: Digital Marketing Specialist

WORKSTATION: Cold Spring

DUTIES: Job description attached.

QUALIFICATIONS: Please see job description for other requirements.

COMPENSATION: \$15.50 per hour

CLOSING DATE: Applications will be accepted until the position is filled.

TO APPLY: Apply online: <http://www.cc-pl.org/about-the-library/job-openings>



Digital Marketing Specialist

REPORTS TO:	Communications Manager
JOB CLASSIFICATION:	4
STATUS:	Non-exempt
REVISED:	12 Mar 2025

BASIC FUNCTION:

Under the general direction of the Communications Manager, the Digital Marketing Specialist works 23 hours a week to create, implement and deliver online media content. This includes writing blogs for the website, managing the library's email marketing system, creating content for social media and other similar duties. Duties may require independent judgment and action within specific parameters.

The library expects all employees to observe and develop our core values of: Motivation, Positive Attitude, Respect for Others, Strong Commitment to Customer Service, Sense of Humor, Integrity, Honesty, Tolerance and Flexibility.

RESPONSIBILITIES:

- Collaborate with the PR Coordinator to schedule content on current, new and emerging social media platforms.
- Take photos and videos at library programs and in support of library promotions.
- Coordinate and create content for the library's digital marquees for system-wide publicity initiatives.
- Write blogs for the website to promote library services and materials.
- Compile monthly narrative reports for the position.
- Create and update video signage at patron services desks.
- Update and review the library's website.
- Work closely with all departments to ensure integration of programs, activities and services with social and digital marketing.
- Perform related duties as assigned.

EXPERIENCE AND EDUCATIONAL REQUIREMENTS:

- Bachelor's degree in web design, marketing, public relations or related fields combined with experience in web-based development.
- Experience with content management systems, WordPress preferred.
- Demonstrated experience in digital communications and digital marketing campaigns.

- Experience utilizing various social media platforms, including but not limited to, Instagram and Facebook.
- Strong verbal and written communication skills.
- Extensive computer experience with standard office software, including Microsoft Office products, email, and internet usage. Experience with Canva.
- Two years of relevant professional work experience preferred.
- Valid driver's license and satisfactory driving history. Personal transportation that can be used for business travel is required.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Individuals may need to sit or stand for extended periods. Manual dexterity to manipulate library materials required. Ability to communicate orally and in writing effectively. Work extensive hours at the computer screen. Reaching above shoulder heights, below the waist or lifting as required to file documents or store materials throughout the work day. Ability to do repetitive tasks with speed and accuracy. Employee may need to carry, push, pull, or lift up to 30 pounds. Proper lifting techniques required. Push and pull fully loaded (50-100 pounds) book trucks. Ability to work under pressure, coordinating multiple responsibilities simultaneously, and meet firm deadlines.

The job description is not a contract between the Library and the employee. The Campbell County Public Library is an at will employer. The job description duties may be changed at the discretion of the Library and/or the Library may request the employee to perform duties that are not listed on the job description.