



Anderson County Library
300 N. McDuffie St, Anderson, South Carolina 29621
(864) 260-4500

JOB DESCRIPTION

JOB TITLE: Librarian I – Digital Content and Outreach

Pay Grade:

FLSA:

FUNCTION

In conjunction with the Marketing and Communications Manager, develops and executes promotional content for the library system and manages the library's website and social media presences. Provides assistance to patrons in finding materials and information in the library. Information assistance can range from general explanations of sources to guided research assistance. This position also shares traditional public service duties at the Reference Desk and in Collection Development.

SUPERVISION RECEIVED

Works under the supervision of the Marketing and Communications Manager and in conjunction with the Head of Adult Services supporting patron service desks.

SUPERVISION EXERCISED

None

EXAMPLES OF WORK PERFORMED

(These tasks are illustrative only; to carry out the day-to-day functions of the job, other duties may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or logical assignment to the position.)

- In conjunction with the Marketing and Communications Manager, develops and engages in publicity and promotion for the library system in print and digital formats by:
 - Using creativity and invention to communicate the library's message in a range of media including print brochures, posters, web and social media graphics.

- Developing or collaborating with other staff to curate relevant content for the library's website, social media, or other platforms.
- Organizing and maintaining a schedule for consistent communication on social media or other platforms.
- Ensuring continuity of message and design for library promotions across media.
- Engaging in relevant professional development and staying current with social media, web design or other relevant library marketing trends.

May be required to develop and implement classes or trainings for staff and the public.

- Assists patrons by:
 - Answering directional and procedural inquiries.
 - Advising patrons concerning the library and its services, resources and policies.
 - Giving instruction in the use of the online catalog and location of materials.
 - Providing assistance in the operation of equipment including.
 - Answering reference and other information requests.
 - Answering incoming calls; provides guidance and assistance, routes calls to appropriate personnel or department; takes messages.
- Evaluates present circulating collection for age, condition, and currency in assigned subject areas. Makes deletions based on criteria from the Collection Development Policy.
- Selects materials for the general collection in assigned areas.
- Enforces the library's policies regarding the usage of Library materials, equipment and the Internet.
- Performs supervisory related duties involved in the securing of monies and the closing of the reference floor at closing.
- Maintains professional development through various workshops, literature, and other means; consults and shares information with co-workers and other library workers.
- Conducts tours of the library for special interest groups when assigned to do so.
- Maintains office equipment including providing paper and toner for copiers and toner and printers as needed.
- Able to assist in changes of daily work schedule due to unexpected public demands.

- Required to work nights and weekends as scheduled.
- May fill in other positions within the Library System.
- Performs other related duties as required.

DESIRED MINIMUM QUALIFICATIONS

Education and Experience:

- (A) Master's degree in library science from an American Library Association accredited university; and
- (B) At least one (1) year of previous library experience in reference preferred. Social media experience and basic HTML and WordPress preferred. Web content management experience preferred. Technology training or teaching experience preferred.

Necessary Knowledge, Skills and Abilities:

- (A) Demonstrable social networking experience, strong familiarity with online marketing practices and ability and inclination to keep abreast of the fast-changing online world.
- (B) Knowledge of basic website design and HTML.
- (C) Knowledge of standard library functions, practices, and procedures; working knowledge of books, authors and literature; general computer knowledge.
- (D) Excellent research, clerical and computer skills, including internet experience; ability to perform detailed and precise work.
- (E) Ability to establish and maintain effective working relationships with the general public, employees, branch managers and system personnel; ability to communicate effectively orally and in writing; ability to work in a team environment as well as independent work.
- (F) Ability to adjust to changes in the daily work schedule; ability to handle multiple projects at the same time.
- (G) Must possess a valid driver's license or the ability to obtain one.

TOOLS AND EQUIPMENT USED

Personal computer and tablets, including word processing and spreadsheet software, fax machine, calculators, printer, copier and cash register.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is quiet to moderate.

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.

While performing the duties of this job, the employee is frequently required to sit and talk or hear, use hands to finger, handle, or feel objects, tools, or controls, and reach with hands and arms. The employee is occasionally required to travel to other areas within the library.

The employee must occasionally lift and/or move up to 25 pounds.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

This job description does not constitute an employment agreement between the Anderson County Library System and an employee and is subject to change by the Anderson County Library System as its needs and the requirements of the job change. Also, the Anderson County Library System may change assigned work location and schedule depending upon the needs of the system.