



## Employment Opportunity

### Social Media Specialist and Content Writer

#### Full Time

Administrative Office, St. Peters, Mo 63376

The St. Charles City-County Library is seeking a driven and creative individual who can own our brand identity and social online reputation in support of the Library's strategic goals. This candidate will be accountable for social media marketing initiatives that increase brand awareness, drive traffic to our website, and engage with County residents resulting in new Library customers and contributing to customer retention. The Social Media Specialist will work with marketing leadership to provide creative ideas and strategy in order to produce content that captivates the right people, with the right message, at the right time.

The ideal candidate has proven social media experience, is organized, and can work on multiple projects at once. You must have a broad understanding and demonstrated use of all social channels, copywriting, basic design in Canva or Adobe Creative Suite, and strong communication skills. Prior experience with SproutSocial, Facebook Pages, Facebook Business Manager, Facebook Ads Manager, Google Analytics, and Google My Business is a plus. Bonus skill: Video editing or interest in learning video editing.

**Expectations of this position include:** (List is not all inclusive.)

- Manage social accounts throughout the entire social lifecycle including creation of high-quality content, scheduling/posting, boosting, running paid social ad campaigns, and reviewing performance and customer metrics
- Proactively recognize trends on social channels
- Build and execute a social media strategy and implement a content editorial calendar to manage content and plan campaigns.
- Develop and expand community and/or influencer outreach efforts
- Respond to, monitor, and moderate customer questions and inquiries submitted through social media interactive channels, and relay information to Library branch staff or other relevant departments as needed
- Willingness to listen to feedback and use it to improve
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Participate in the integration of all channels of marketing (social media, SEO, content marketing, email, print and digital marketing)

In addition to social media responsibilities, this candidate will periodically write library stories, press releases, and articles for local and national library publications. Create, proofread, and edit content for a variety of internal & external marketing pieces.

**Education and Experience:** Bachelor's in Communications or Marketing (preferred) or equivalent experience. 2022 graduates with significant agency responsibility or special project experience are welcome to apply. 1-3 years of experience is preferred.

**Schedule:** Monday through Friday 8:30 am - 5:00 pm. Flexibility in working hours may be necessary depending on the needs of the department. This is not available as a remote position. Candidate is expected to work in our Administrative Office.

We offer a full benefit package which includes medical, vision and dental and life insurance, retirement plan, deferred compensation (457) plan, FSA and generous time off. Starting salary is \$44,677.

For immediate consideration, submit a cover letter and resume along with a completed SCCCL application by priority deadline of **Monday August 1, 2022**. Application materials can be emailed to [jobs@stchlibrary.org](mailto:jobs@stchlibrary.org), or mailed to SCCCL, Human Resources Department, P.O. Box 529, St. Peters, MO 63376. Application materials will be accepted until the position is filled or an acceptable number of qualified candidates have been received.

We appreciate your interest in the Library District, but due to the high volume of responses, we may only be able to contact those applicants that we wish to interview.

The St. Charles City-County Library is committed to diversity and inclusion. The Library provides equal employment opportunities to all applicants without regard to race, color, religion, sex, gender identity, national origin, sexual orientation, age, disability, or military status.

7/15/22-8/1/22

**Please see the following job description for more information.**

**Description Number:** 171  
**Position Title:** Social Media Specialist and Content Writer  
**Salary Grade:** 17  
**FLSA Classification:** Exempt  
**Reports To:** Marketing Manager  
**Revision Date:** 3/28/22

### **Position Summary**

The Social Media Specialist/Content Writer's primary responsibilities include writing a variety of unique material for websites, blogs, social media, online and newspaper/magazine articles. This job also includes creating and implementing the Library's social media strategy and brand awareness. The Specialist handles a variety of assignments and is expected to carry out the functions of the position independently with general instructions and broad directives from the Marketing Manager.

### **Essential Functions**

1. Partner with the Marketing Manager and other managers to strategize, develop and drive all social media efforts.
2. Explore new social media platforms to determine feasibility for the Library.
3. Track results of all social media efforts.
4. Coordinate and lead the staff social media content creator team.
5. Collaborate with other staff members on filming and photography for Library events or communication pieces.
6. Develop engaging content that can be used in marketing or advertising campaigns.
7. Create articles and stories showcasing the Library.
8. Review all forms of print and digital communication to ensure complete accuracy of content.
9. Assist with updates to the Library website.
10. Assist in evaluating all marketing efforts.

### **Duties**

1. Write content for and design all social media posts.
2. Develop and maintain a social media marketing plan
3. Expand the Library's social media presence determining audiences for new platforms.
4. Perform analytics and reports for all social media platforms
5. Develop social media campaigns and measure effectiveness.
6. Write copy for Library promotional pieces, website, and social media.
7. Write Library stories, press releases, and articles for local and national library publications.
8. Create, proofread, and edit content for a variety of internal & external marketing pieces.

9. Interview and photograph customers and staff for social media posts and other marketing pieces.
10. Help create scripts for and assist with filming and editing of video for social media and other marketing pieces
11. Study and evaluate analytics to help determine effectiveness of a variety of marketing efforts.

### **Skills**

1. Team player with the ability to work in a fast-paced environment and multitask effectively.
2. Ability to set priorities, troubleshoot, track projects, meet deadlines, collaborate and contribute to overall team objectives.
3. Think strategically, take initiative, and anticipate marketing opportunities.
4. Strong organizational and analytical skills.
5. Excellent written and verbal communication skills.
6. Excellent content creation, proofreading and editorial skills.
7. Knowledge of Google Workspace, social media platforms, content creation tools for social media, and similar software programs.
8. Knowledge of digital single-lens reflex (DSLR) cameras.

### **Essential Physical Abilities** - Accomplished with or without reasonable accommodation.

1. Ability to sit for long periods of time, bending, walking, and standing.
2. Ability to lift materials weighing up to 30 pounds.
3. Sufficient clarity of speech and hearing to communicate well with staff and guests.
4. Sufficient vision to produce and review a wide variety of materials, written correspondence, reports, and related material in both electronic and hard copy form.
5. Sufficient personal mobility to move freely about in an office environment and to attend meetings/events at various locations within the District.

### **Education and Experience**

1. Bachelor's Degree or equivalent experience.

The job description is not intended to be all-inclusive. Employees may perform other related duties as required to meet the ongoing needs of the Library.