

William B. Ogden Free Library  
JOB DESCRIPTION: DIGITAL CONTENT CREATOR

**Title:** Digital Content Creator

**Job Summary:** The Digital Content Creator will work with the library director, and other staff on all projects related to library marketing; social media; branding; writing and content creation for the web and other digital and print mediums.

**Hours:** 15-30/week

**Salary Range:** \$16.00-\$17.50 /hour, limited benefits, no health benefits

**Reports to:** Library Director

**Responsibilities:**

- Creates marketing materials.
  - Writes and distributes press releases.
  - Creates signs, flyers, brochures, advertising and other marketing materials.
  - Maintains the library's social media presence.
- Takes, files, prints, and posts photos.
- Creates, edits, and maintains the content of the library's website.
- Maintains library contact list.
- Creates and distributes the monthly library newsletter.
- Collaborates with staff to plan and present programs and workshops.
- Assists patrons with basic computer questions, navigating electronic records, and using electronic databases.
- Keeps informed on current library, social media and marketing trends through workshops, continuing education courses, and by reading professional materials.
- Covers the circulation desk as needed.
- Assists Director with library projects as needed.
- Other duties as assigned.

**Qualifications/Skills:**

- Associate's degree, preferred.
- Has a general interest in libraries and reading.
- Marketing, public relations and/or communications experience.
- Demonstrated high-level verbal and written communication skills; excellent editing and proofreading skills; and ability to present statistical data effectively.
- Is comfortable using Word, Excel, WordPress, and graphic design software.
- Ability to learn and operate library automated system with high degree of efficiency.
- Ability to speak effectively in public to teach adults.
- Flexibility to deal with multiple and unexpected tasks and patrons simultaneously.
- Strong attention to detail and ability to complete duties in a timely and accurate manner.
- Ability to establish and maintain effective working relationships with superiors, associates, and the general public.
- Available to work evenings and weekends.