

DIGITAL MEDIA MANAGER

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for developing and implementing media across various digital platforms for a library in an effort to promote the library and its programs, ensuring accurate and timely access to resources and information for patrons and staff. The incumbent is responsible for providing communications services that includes social media management, website maintenance and other coordinated public information services. Work is performed under the general supervision of a higher-level employee with leeway allowed for the exercise of independent judgment and initiative in carrying out the details of the work. Supervision is not usually a function of this class. Does related work as required.

TYPICAL WORK ACTIVITIES: The typical work activities listed below, while providing representative examples of the variety of work assignments in the title, do not describe any individual position. Incumbents in this title may perform some or all of the following, as well as other related activities not described.

Develops, implements and manages library social media accounts across various digital platforms, such as Facebook, Instagram, Twitter, Pinterest, etc. in an effort to promote the library and its programs;

Monitors and maintains library's website;

Develops and manages media content aligned with library goals;

Writes and distributes press releases;

Analyzes, reviews, and reports on effectiveness of social media campaigns in an effort to maximize results and show return on investment;

Creates and publishes monthly newsletter and e-newsletter;

Analyzes and recommends digital media options for projects and oversees project implementation;

Responds to or shares patron feedback and comments in a timely manner;

Monitors visitor traffic and may recommend any necessary programming changes;

Maintains digital archives.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good knowledge of the various current digital platforms for media (such as Facebook, Instagram, Twitter, Pinterest, etc.); good knowledge of effective communication and marketing methods and strategies; good knowledge of the layout and design of promotional material; working knowledge of content management systems such as Drupal; working knowledge of the principals and practices of library services; ability to manage digital archives;

ability to communicate effectively both orally and in writing; ability to establish and maintain effective working relationships; initiative; resourcefulness; tact; courtesy; good judgment.

MINIMUM QUALIFICATIONS: Either:

- A. Graduation from a New York State registered or regionally accredited college or university with an Associate's Degree in Communications, Journalism, Public Relations, Marketing or closely related field and two (2) years of full-time paid, or its' part-time equivalent, experience in communications or marketing utilizing various types of social media; **OR**
- B. Graduation from high school or possession of a high school equivalency diploma and four (4) years of full-time paid or its' part-time equivalent, experience in communications or marketing utilizing various types of social media; **OR**
- C. An equivalent combination of training and experience as indicated above.

ULSTER COUNTY
2524 DIG MD MGR
Classification: Competitive
OA

Adopted: July 16, 2019