

The FORT LEE PUBLIC LIBRARY – Employment Opportunity

320 Main Street, Fort Lee, NJ 07024

fortleelibrary.org

201-592-3628

Position Offered:	FT Social Media Manager
Posting Date:	March 16, 2022
Start Date:	On or around May 1, 2022
Hours:	35 hours weekly; includes evenings and weekends
Education:	Bachelor's degree in a related discipline (matriculated students will be considered)
Experience:	2 years experience working in social media and digital marketing
Compensation:	\$55,000-\$62,000 annually commensurate with experience; includes benefits

Job Summary:

The Fort Lee Public Library, serving two culturally diverse communities of over 40,000, seeks a dynamic and creative professional to administer and manage FLPL's social media and marketing for services, programs, initiatives and vision via a variety of channels. The Social Media Manager will set standards for FLPL communications and messaging with members of the public, elected officials, and other stakeholders. This newly created position works collaboratively with the senior management team to create and implement strategies to increase the visibility of FLPL throughout the Borough and beyond. In order to successfully represent the community, this position will require time working with the public.

Qualifications:

Successful candidates should possess:

- Knowledge and expertise of all social media platforms including analyzing statistics; tracking growth and best practices for nonprofits; familiarity with Google Analytics
- Knowledge of trends and best practices within the field of digital marketing, branding, and graphic design
- Excellent technical skills – ability to use Google Workspace, online databases, office applications, etc.; ability to learn new technologies as required
- Knowledge of and comfort with creating marketing and publicity materials with Adobe Suite, Canva, Mailchimp/Constant Contact, etc.
- Experience in branding and creating visual identities
- Ability to establish and maintain effective working relationships with co-workers, associates, local library staff, trustees, policy makers, and partner organizations in promoting services and programs
- A passion for and ability to serve people of diverse backgrounds and all ages
- A desire to work in a team-centered environment
- Ability to work independently, prioritize goals and tasks and work under pressure to meet deadlines
- Ability to communicate effectively and share knowledge with others using oral, written, and electronic communications skills; Fluency in English and preferably a second language as well

Responsibilities Under the supervision of the Library Director:

- Design, coordinate and oversee the production and distribution of marketing collateral including social media, website content and emails; in addition to digital and print - newsletters, brochures, signage, event calendars, advertisements, reports and other materials that communicate, inform and persuade
- Set standards for visual and textual communication, including developing guidelines and templates for FLPL branding

- Edit and proofread content created by other staff to provide a high degree of consistent quality, tone and professionalism across all communications
- Foster strong working relationships with members of the press and coordinate opportunities for positive media contacts; create and develop community and business partnerships in order to enhance the reputation and awareness of FLPL
- Support outreach efforts, including attending onsite and offsite events
- Other duties as required for an evolving and growing Library

Please mail or email the following four (4) REQUIRED documents:

(1) Cover Letter, (2) Resume,

(3) [Fort Lee Library Employment Application](http://fortleelibrary.org) (available at fortleelibrary.org) and (4) three to five work samples from your portfolio to:

Chris Yurgelonis, Library Director, yurgelonis@fortlee.bccls.org

The Library can only consider candidates who submit all required paperwork.

APPLICATIONS WILL BE ACCEPTED UNTIL POSITION IS FILLED

Only candidates under consideration will be contacted.

The selected candidate will be required to successfully pass Civil Service testing and requirements, in addition to a criminal background check.

The Fort Lee Public Library hires under NJDOP and EOE Guidelines. As a New Jersey First Act Employer, new employees must establish a primary residence in New Jersey within one year unless an exemption applies.