
SOCIAL MEDIA/ PR LIBRARIAN 1

The Cape May County Library is looking for a positive, creative, and motivated Librarian to join the Outreach & PR team. The successful candidate will understand social media platforms, trends, strategies, and best practices and employ a creative approach in marketing the library to our patrons through various methods. The Social Media/ PR Librarian works closely with the Outreach Librarian and reports to the Assistant Director.

This position works 35 hours per week with a night and weekend covering the Info Desk at the Court House Branch. This position may require more nights and weekends providing PR support at events.

Duties and Responsibilities

- Establish and maintain social media presences on various platforms
- Craft timely and engaging content and marketing materials
- Coordinate with Departments and Social Media Team to create consistent and effective content
- Analyze statistics, visualize data, and track growth on all social media platforms
- Develop goals and lead social media campaigns
- Create public relations materials and press releases
- Partner with local media outlets to publicize the library's materials, services, and events
- Support outreach efforts, including attending events and communicating with groups, organizations, and businesses in the county
- Selection, evaluation, and weeding for several Adult non-fiction sections

Knowledge/ Skills

- Cultural competence skills
- Excellent customer service skills
- Ability to work harmoniously with patrons and coworkers
- Excellent communication skills both verbal and written
- Excellent public speaking skills
- Knowledge of and comfort with creating publicity materials with computer software and programs including Canva and Photoshop
- Knowledge of social media platforms, including trends and best practices for non-profits
- Highly organized with good attention to detail
- Graphic design and photography skills/ experience preferred

Abilities

- Drive a car and hold a valid New Jersey driver's license.
- Lift and carry bags or boxes weighing up to 40 pounds.
- Drive library bookmobile
- Able to stand for long periods of time

- Able to speak for long periods of time to groups of people
- Able to work a flexible schedule including multiple nights and weekends

Education/ Qualifications

- Master's degree in Library Science from an ALA-accredited program required
- Have or be eligible for a New Jersey State Professional Librarian Certificate
- Candidates currently completing their final semester in library school will be considered
- New Jersey state residency required per N.J.S.A. 52:14-7 (L. 2011, Chapter 70)

Salary & Benefits: Hourly or salary as applicable

- Salary: \$46,500
- 35 hours per week
- Health benefits, including dental, prescription and optical
- New Jersey pension
- 12 vacation days per year (increasing with years worked), 15 sick days per year, 3 personal days per year

To Apply

Please submit a resume, cover letter, and three professional references to Natalie Niziolek, Assistant Director, at natalien@cmclibrary.org by November 19, 2021.

Anticipated start date no earlier than January 3, 2022.