Ridgefield Library Association

Job Title: Communications Assistant (LTA II)

Reports to: Assistant Library Director

Purpose: Supports the successful operation of the Library by promoting Library programs and activities and managing the Library’s presence in various print and online channels. Works closely with the Library Director, Assistant Library Director and Programs staff to cultivate a consistent message that reflects the Library’s mission, vision and goals. This position operates under the supervision of the Assistant Library Director and is also expected to use independent judgment.

Duties & Responsibilities:

- Creates, maintains and analyzes content and engagement for the Library’s digital media channels in coordination with Library departments
- Creates, maintains and distributes other Library promotional and marketing materials in coordination with Library departments
- Creates, maintains and distributes press releases at the direction of Library administration
- Maintains online programs calendar
- Performs other duties as assigned
- Maintains a safe and welcoming environment
- Maintains a professional demeanor in all interactions
- May assist with special projects, as assigned

Knowledge & Skills

- Proficiency with MS Office applications, including Word, Publisher
- Proficiency with social media platforms, including Facebook, Instagram
- Proficiency with WordPress, website software
- Experience with email marketing software (such as Constant Contact)
- Experience with online event calendar management
- Excellent organizational and time management skills
- Ability to communicate effectively orally and in writing
- Experience in graphic design highly desirable
- Experience with Adobe Creative Suite highly desirable
- Ability to learn and adhere to all Library policies and procedures
- Ability to work independently and as a team member
- Ability to work with limited supervision
- Ability to learn and adhere to all Library policies and procedures
- Ability to deal tactfully, courteously, and effectively with patrons of all ages and with other employees

Physical requirements:

- Ability to lift up to 40 pounds
• Ability to push and pull carts weighing up to 80 pounds

Qualifications:

• Three (3) years of experience in a related position (examples include working in communications, journalism, marketing, or public relations); OR completion of a Bachelor's degree in a related field; OR an equivalent combination of education and experience. Education and/or experience must demonstrate possession of the knowledge, skills, and abilities listed above.