



**LAKE VILLA DISTRICT LIBRARY**  
**Job Description**

JOB TITLE	DEPARTMENT	PAY GRADE
Communications Associate	Communications	6
CLASSIFICATION	SCHEDULE	REPORTS TO
Part-Time, Nonexempt	15-18 hours per week Primarily weekday hours	Head of Communications

**POSITION SUMMARY**

Under the supervision of the Head of Communications, the Communications Associate is responsible for providing assistance with the creation, organization and execution of various library communications and marketing content including digital and social media.

**ESSENTIAL RESPONSIBILITIES**

- Assists with the development and creation digital content for library services, collections and resources.
- Assists with content creation, deployment and evaluation of various library marketing efforts.
- Participates in developing, maintaining and evaluating library email marketing efforts.
- Assists with social media content across all platforms and in managing engagement.
- Collaborates with Communications Department staff to identify areas of focus, explore opportunities to align with strategic goals, and enhance user awareness.
- Provides professional, accurate, friendly, and courteous service and assures a positive library experience.
- Performs other duties as assigned.

**KNOWLEDGE / SKILLS / ABILITIES**

- Excellent verbal and written communication skills.
- Exceptional attention to detail with an emphasis on proofreading and editing skills.
- Strong analytical skills and ability to make data-driven decisions.
- Growth mindset and excellent listener; exemplary interpersonal skills.
- Proficiency with Microsoft Office and other technologies including email marketing and social media platforms.
- Demonstrates strong organizational skills, can set priorities, and manage multiple projects simultaneously.
- Ability to exercise initiative, work independently, use strong judgement and possess decision making and problem-solving skills.

- Commitment and desire to provide excellent service to library staff and patrons.
- Ability to deal courteously and diplomatically with the public.
- Ability to follow directions and to complete tasks.
- Awareness of library resources, practices, and procedures.
- Ability to establish and maintain harmonious working relationships.
- Attends and participates in job-related meetings and continuing education opportunities; keeps informed of new developments and trends relating to marketing and communications.
- Ability to use keyboard, computer, integrated office software and other office equipment.
- Supports LVDL's mission and demonstrates a commitment to the library's strategic plan.

### **QUALIFICATIONS**

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- Bachelor's degree in Communications, Marketing or related field preferred OR Associate's degree with a minimum of 2 years relevant marketing and communications experience.
- 1-2 years marketing and communications experience.
- Strong working knowledge of email marketing and social media.
- Strong technology proficiency.
- Photography, videography and editing skills a plus.
- Ability to work primarily weekday hours, evening and weekend hours on an as needed basis.
- Access to transportation.

### **Physical Requirements:** (Requests for reasonable accommodations to these requirements may be considered):

- Ability to see, walk, sit, talk and hear.
- Ability to read, write, and communicate fluently in English.
- Frequently entering data on a keyboard and read computer screens.
- Frequently standing/sitting at and using a computer.
- Use of fine motor skills.
- Ability to bend, stoop, kneel, and stretch.
- Physical dexterity to reach shelves of various heights.
- Ability to move from one area of the library to another.
- Ability to lift and carry items up to 20 pounds.
- Ability to push items of 100 pounds or higher while utilizing a cart.
- Visual acuity sufficient to read various font sizes.

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### **ACKNOWLEDGEMENT**

I understand this job description and its requirements and responsibilities required to fulfill the position. I also understand that the job functions may change as needs evolve.

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Employee's Signature

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Date