

Mid-Hudson Library System | Job Description

Library Sustainability Associate & Communications Specialist

Job Title: Library Sustainability Associate & Communications Specialist

Reports To: Library Sustainability Coordinator

FLSA Status: Nonexempt

Telecommuting: Eligible

Last Revised Date: August 2023

Summary: Acts as point of contact for dissemination of MHLS marketing messaging. Duties include image creation and layout work as well as drafting copy for press releases and promotional material for print and web, managing MHLS social media accounts, developing MHLS' social media presence to engage system stakeholders and raise awareness of MHLS initiatives, celebrate and cultivate community partnerships and promote library advocacy. Assists the Library Sustainability Coordinator and Outreach & EDI Specialist in the areas of Awareness and Advocacy and Professional Development and Continuing Education for library directors, staff, trustees, and Friends Groups. Contributes to the coordination and management of an integrated communication system that keeps system stakeholders connected.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

1. Marketing Messaging & Communications

Works with Library Sustainability Coordinator to develop a social media plan. Develops and publishes social media messages to MHLS outlets. Point of contact for [Library of Local](#) project (LoL): curates stories from LoL libraries, regularly updates LoL website, creates and publishes monthly LoL newsletter. Acts as point person for the publication of weekly newsletter to MHLS member libraries. Assist with curating and updating member library information, act as backup for event scheduling and dissemination of library system administration communications to stakeholders.

2. Awareness and Advocacy

Develop and publish marketing materials and messages to highlight library services. Assists with select projects in this section of the Action Plan. Assists the Library Sustainability Coordinator with the coordination of advocacy efforts at the local, state and federal levels with the goal of sustainable funding and broader community support for libraries, including maintenance of state and local legislator information, coordination of Advocacy Day efforts.

3. Consulting and Development Services

Assists the Library Sustainability Coordinator in efforts to provide expertise to member library directors and member library board members and their local communities in the areas of sustainable funding (including budget votes and re-chartering/re-districting), community-based planning, organizational growth and the development of boards of trustees, directors and Friends Groups. Including scheduling and organization of events and meetings and maintenance and formatting of relevant materials.

4. Professional Development and Training

Assists the Library Sustainability Coordinator in the implementation of a coordinated program of professional development and continuing education opportunities for member library directors, staff, trustees and Friends Groups including event planning, set-up/breakdown, and webinar support, as assigned. Including scheduling, and organization of events and maintenance of MHLS calendar of events, support at in-person and online events, management of registration and attendance records, and maintenance and formatting of relevant materials.

General Duties

- Maintains hard copy and electronic filing system; builds and administers online forms and surveys; aggregates data for reports; performs general clerical duties to include but not limited to photocopying, collating, scanning and faxing.
- Facilitates additional special projects as requested; communicates with member libraries as needed; attends meetings as necessary.
- Furthers job skills through continuing education and other appropriate means.
- Participates in and promotes 'green' initiatives including, but not limited to, proper recycling and energy conservation.

Qualifications To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements and competencies listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs workflows and procedures.

Communication - Ability to express ideas clearly and effectively, both orally and in writing; Reads and listens for clarification; Responds well to questions; Speaks or writes clearly to report, persuade, advocate; Responds positively to criticism or negative situations; Demonstrates group presentation skills; Participates in meetings.

Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

Computer Skills - To perform this job successfully, an individual should have knowledge of popular social media platforms, Database software; Internet software; Spreadsheet software; Image Manipulation software and Word Processing software. Experience with WordPress and basic html is a plus.

Education and/or Experience Associate's degree or two years related experience and/or training

Certificates, Licenses, Registrations – N/A

Other Qualifications Works in teams on MHLS and member library projects; Willingness to attend local and regional workshops and continuing education opportunities when available.

Physical Demands The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, talk and hear, and use hands to finger, handle, or feel. The employee must occasionally lift and/or move up to 25 pounds.

Some travel required.

Work Environment The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.