

UINTAH COUNTY JOB DESCRIPTION

Title: Social Media & Marketing Specialist **Code:**

Division: Administration

Effective Date:

Department: Library

Last revised:

FLSA Cat:

GENERAL PURPOSE

The Social Media & Marketing Specialist at Uintah County Library plays a vital role in promoting the programs, services, and resources of the Uintah County Library, the Museum of Uintah County, and the Uintah County Library Regional History Center. This position is responsible for creating engaging, high-quality content and campaigns that connect with diverse audiences and reflect the mission of all three institutions. Under the supervision of the Library IT Systems Manager, the specialist collaborates with library and museum staff to design and distribute promotional materials that align with established marketing and social media goals.

SUPERVISION RECEIVED

Works under the general guidance and direction of the Library IT Systems Manager.

SUPERVISION EXERCISED

None.

ESSENTIAL FUNCTIONS

The Social Media & Marketing Specialist will:

- Design and distribute promotional materials including flyers, brochures, press releases, digital graphics, newsletters, and signage
- Coordinate with staff to promote events and services across all three institutions
- Manage and grow social media accounts by creating and scheduling engaging, audience-appropriate content
- Use graphic design and publishing tools (e.g., Canva, Adobe) to produce visually compelling materials
- Update website content and online calendars as needed
- Monitor analytics and adjust strategies to improve campaign effectiveness
- Represent the library and affiliated institutions in person, online, and through written communications

- Actively contribute to team initiatives, outreach events, and internal collaboration

MINIMUM QUALIFICATIONS

Education & Experience

- Associate or Bachelor's degree in communications, marketing, graphic design, or related field AND
- One (1) year of relevant experience in marketing, communications, or design; experience in libraries or public service preferred OR
- Equivalent combination of education and experience
- Candidates with a Master's degree and fluency in both spoken and written English and Spanish are strongly encouraged to apply.

Knowledge, Skills & Abilities

- Exceptional customer service and interpersonal skills
- Ability to work collaboratively in a team environment
- Strong understanding of social media platforms and engagement strategies
- Proficiency in graphic design tools and desktop publishing software
- Excellent written and verbal communication skills
- Strong organizational and time management abilities
- Familiarity with branding standards and consistent application across media
- Spanish language skills are a plus, but not required

Special Requirements

- Valid Utah Driver's License
- Ability to work evenings and weekends as required
- Comfort with public speaking and presenting to groups
- Physical ability to perform tasks involving light physical effort
- Must pass a pre-employment drug screen and criminal background investigation

WORK ENVIRONMENT

Work is primarily performed in a climate-controlled office setting. Occasional offsite events may require outdoor work in varying weather conditions. Physical tasks include walking, standing, sitting, reaching, and occasional lifting of up to 30 pounds. Use of tools and equipment requires dexterity and sustained attention to detail.

Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.

I _____ have reviewed the above job description. Date: _____

DRAFT