

Job Description

Job Title: Social Media Intern
Department: Special Services
Reports To: Special Services Director
FLSA Status: Non-Exempt
Prepared Date: 04/2025
Pay Grade: 3

SUMMARY

The Social Media Intern will play a key role in supporting the library's digital outreach and engagement efforts. Under the guidance of the Special Services Director, the intern will assist in developing and implementing social media strategies aimed at increasing community engagement, promoting library programs and resources, and enhancing the library's overall online presence.

This position involves creating engaging, meaningful, and informative content tailored to various platforms, monitoring social media activity, analyzing performance analytics, and contributing to online community management. This internship offers a valuable hands-on opportunity to gain real-world experience in social media marketing while supporting the library's outreach efforts.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

Content Creation:

- Develop and create engaging content (text, images, and short videos) for various for social media platforms such as Facebook, Instagram, and YouTube.
- Research and identify relevant trending topics and content opportunities.
- Collaborate with library staff to identify and highlight upcoming events, outreach opportunities, programs, and resources for social media promotion.
- Write compelling captions and descriptions for social media posts.
- Document programs, events, and services through photography and video in accordance with library policy.

Social Media Management:

- Monitor and respond to comments, messages, and questions on library social media accounts in a professional and timely manner.
- Utilize social media platforms effectively to build and engage with the library's online community.
- Build engagement and grow the library's social media presence.
- Assist with scheduling social media posts and campaigns using appropriate tools and software.

Analytics & Reporting:

- Track key social media metrics (e.g., reach, engagement, follower growth) to assess the effectiveness of social media campaigns.
- Prepare reports summarizing social media performance and recommendations.

Community Engagement:

- Facilitate online conversations and interactions with library patrons and Community members.
- Build connections with community partners (ex, city, park district, and schools) to expand the library's reach and visibility.
- Attend programs and outreach events to promote and enhance social media presence.

Other Responsibilities:

- Assist with marketing and outreach tasks as needed.
- Stay informed about current social media trends and best practices.
- Perform other duties as assigned.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements 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.

SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities.

EDUCATION and/or EXPERIENCE

High school diploma required. Preference for candidates who are pursuing or have education and experience in communication, marketing, or digital media.

LANGUAGE SKILLS

Ability to effectively present information and respond to questions from all library staff.

REASONING ABILITY

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

OTHER SKILLS AND ABILITIES

- Bilingual- Spanish or Polish (preferred).
- Strong writing and communication skills.
- Proficiency in using major social media platforms such as Facebook, Instagram, YouTube).
- Basic photography, graphic design, or video editing skills preferred.
- Basic knowledge of social media analytics and reporting.
- Ability to create engaging and informative social media content.
- Excellent organizational and time management skills.
- Customer service mindset and ability to work both independently and collaboratively.
- Enthusiasm for libraries and community outreach.

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 occasionally required to stand for long periods of time and regularly required to sit and to walk. Employee must also use hands to handle and process different library materials and to stretch and reach using both arms and hands. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT

The noise level in the work environment is usually quiet but can be moderate on occasion.