



Circulation, Social Media and Marketing

About Us: We are a small township library in Burnips, Michigan. We serve a population of 8,000+ people and do our best to provide our patrons and community with the services they need.

Our Vision: Inspire Curiosity, Foster Community, Ignite Imaginations, and Cultivate Learning

Our Mission: Building a community of people who discover, share and belong.

Our Values: Teamwork, Respect, Access, Curiosity and Kindness.

General Summary: The Social Media & Marketing Librarian provides warm, welcoming front-line service while managing the library's digital presence and promotional design. This position balances public service, creative graphic design, and community engagement. This position reports directly to the Library Director.

Circulation Responsibilities

(Shared by all front-line team members)

- **Circulation & Desk Services:** Deliver friendly, efficient service at the front desk helping patrons with their various needs. Handle phone inquiries, basic data tracking, internal team notes and emails.
- **Daily Workflow Logistics:** Process incoming and outgoing interlibrary loan deliveries, pull items for the holds list, clear expired holds from the shelf, and track overdue materials.
- **Daily Operations & Cash Handling:** Open, close, and balance the cash drawer daily. Maintain a tidy environment by shelving books and straightening all library areas. Monitor and restock all flyer displays, manage the coffee bar area, and proactively report low office or building supply inventories to the Director.
- **Collection Care and maintenance:** Perform collection care and processing, such as, covering new items, repairing and/or cleaning damaged items, and verifying parts for materials such as games and kits. Participate in annual collection maintenance projects.
- **Policy Enforcement & Patron Relations:** Actively uphold and professionally enforce all library policies with patrons to ensure a safe, fair, and welcoming environment for everyone.

Marketing & Special Collections Responsibilities

(Unique to this role)

- **Digital Presence & Engagement:** Manage official social media accounts and professionally respond to messages, comments, and Google reviews. Update the library's WordPress calendar and publish news to the website.
- **Marketing and Promotional Design:** Design and publish all library promotional materials using tools like Canva, including, but not limited to, calendar flyers, library and digital resource brochures, reading program trackers, and marketing sets.

- **Entryway Coordination & Partnerships:** Curate and maintain the library's community resource areas.
- **App Advocacy & Catalog Monitoring:** Act as the staff and patron champion for library apps, staying up to date and keeping everyone educated. Monitor online catalog book suggestions and forward recommendations to the Director.
- **Special Collections Processing:** Oversee the cataloging, physical packaging, and labeling for non-traditional collections, such as board games, literacy kits, and our Library of Things, according to established guidelines. Maintain and organize our little free puzzle library.

Teamwork & Collaboration

- **Operational Flexibility & Team Support:** Maintain a team-oriented mindset by prioritizing excellent front-desk service as a primary duty, while remaining flexible to shift task priorities, assist with library programs, or cover colleague absences and building emergencies. Collaboratively assist coworkers in maintaining a clean, safe, and welcoming library environment.
- **Project Support:** As requested, contribute expertise and research for grant applications; actively execute assigned portions of grant-funded initiatives and library-wide projects.
- **Professional Engagement:** Regularly attend local or virtual role-specific meetings and staff trainings.

Required Skills and Education

- Highly organized, creative, and possess excellent written communication and interpersonal skills.
- Demonstrated proficiency in managing professional social media platforms (Facebook, Instagram) and basic website updates.
- Proficiency in Microsoft Office. High proficiency in graphic design platforms (such as Canva).
- High school diploma or equivalent required, must obtain valid certification from the Library of Michigan.

Physical Requirements

- Ability to lift/carry up to 25 pounds; ability to stand, sit, walk, bend, and reach (including overhead) to manage books on shelving. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Schedule, Hours, and Pay

- Part-time. Hours are scheduled flexibly by the Library Director, capped at 100 hours per month. This includes required monthly staff meetings and occasional Saturdays, evenings, and holidays.
- Pay is \$14 per hour.

Note: *This description indicates the general nature of work and is not an exhaustive inventory of all duties. Team members must maintain operational flexibility and perform other duties as assigned by the Library Director. The Director retains sole discretion to add, modify, or assign functions at any time based on institutional needs, regardless of primary role or schedule. This document does not constitute an employment contract.*