



SUMMARY:

The Communications Professional Assistant will contribute to a wide range of visual and digital communication efforts that help connect the community with the library and all the events, services, and resources WCPL provides.

ESSENTIAL FUNCTIONS:

This document outlines job duties and requirements but may only cover some tasks. Other projects and responsibilities may be added at the library's discretion. Employees may need additional job-specific knowledge and skills.

- Assist in the creation of marketing materials including print and digital graphics, signage, flyers, and displays.
- Assist in the photographing of library events and the creation of video for social media.
- Assist in the drafting, scheduling, and posting content to library social media platforms, reflecting the library's values.
- Maintain consistent visual branding across formats.
- Work closely with the Communications Manager and other departments to support library promotions.
- Assist with simple editing or formatting tasks for newsletters, web content, newspaper articles, or internal communications.
- Engage in staff training and professional development opportunities.

QUALIFICATIONS:

To succeed in this role, one must satisfactorily fulfill all essential duties and meet the requirements of knowledge, skill, and ability.

Education and Experience:

High school diploma, GED, or high school equivalency is required.

Required Certificates, Licenses, and Registrations:

Employment continuation requires active maintenance of all necessary licenses and certificates without suspension or revocation.

- Possession of a valid driver's license is required.

Required Knowledge and Skills

- Experience with photography or video including familiarity with basic editing.
- Experience managing social media platforms, specifically Facebook and Instagram.
- Experience with graphic design tools like Canva or Adobe Creative Suite.
- Ability to work both independently and as a collaborative team, manage time effectively, and meet deadlines.
- Familiarity with automated library systems, online tools, resources, and the Internet.
- Understanding standard office practices and procedures, such as filing and operating office equipment.
- Demonstrate consistency in work habits and attendance.
- Follow instructions, library policies, and procedures professionally.
- Proficiency in using personal computers and related software.
- Practical communication skills in both oral and written forms.
- Prepare clear and concise reports and other written materials.
- Keep accurate records of work performed.
- Establish and uphold professional connections with employees, contacts, and community members.

PHYSICAL/MENTAL REQUIREMENTS:

The physical demands outlined are essential for job performance, with accommodations available for individuals with disabilities.

Physical requirements include mobility for office work, ability to use office equipment, stamina for prolonged standing and walking, strength to lift up to 20 pounds, vision for reading and computer use, and hearing and speech for communication.

WORKING ENVIRONMENT:

Flexibility to work evening, night, and weekend shifts.

The job is office-based, with flexible scheduling based on weekly events.