



Job Summary: Reporting to the Assistant Director for Planning and Communication, the Web and Digital Content Coordinator assists in the development, design and maintenance of the Library's website, social media channels and digital advertising efforts.

Hours per week: part-time; approx. 15 hours per week.

Duties:

- Edits Library website content for accuracy and consistency, while working with Library departments to update and add new content.
- Proofreads, fact checks and copyedits text for website/social media and other digital platforms.
- Maintains and manages the WordPress media library.
- Updates online book and movie carousels.
- Enhances web pages with the addition of photos, graphics and videos.
- Assists with the content and layout of new pages for the Library's website.
- Edits photos for web and print projects.
- Assists in the maintenance of the Library digital photo archive including managing images on iPads and other library devices.
- Assists with the creation of social media posts and digital advertising campaigns as needed.
- Analyzes social media and website performance and reports on findings

Knowledge and Abilities:

- Experience updating/editing/maintaining website content in a CMS
- Writing and editing, research, and strong organizational skills.
- Thorough knowledge of the Internet and social media channels.
- Understanding and ability to do cross-browser testing on all website updates.
- Above average knowledge of and ability with computers, including Windows and Apple platforms.
- Organized and detail-oriented

Communication Skills:

- Ability to follow verbal and written instructions
- Possess a working knowledge of English grammar and spelling
- Possess good interpersonal skills and ability to maintain and foster cooperative and courteous working relationships with the public, peers and supervisors.

Physical Requirements:

- Physical condition commensurate with the demands of the position
- Lifting and carrying: 50 pounds or less



Education and Experience:

Either:

- Graduation from a New York State or Regionally accredited college or university with a Bachelor’s Degree in Computer Science or Information Technology or in a related field such as web design, graphic design or digital marketing and one (1) year of experience in planning, developing, or maintaining websites and providing image or video editing. OR
- Graduation from a New York State or Regionally accredited college or university with an Associate’s Degree in Computer Science or Information Technology or in a related field such as web design, graphic design or digital marketing and three (3) years of experience in planning, developing, or maintaining websites and providing image or video editing. OR
- Graduation from a standard senior high school or possession of a high school equivalency diploma recognized by the New York State Education Department and five (5) years of experience in planning, developing, implementing or maintaining websites, and providing image or video editing. OR
- An equivalent combination of education and experience.

Travel Requirements:

- Travel is not required for this position.

FLSA Status:

- This position is non-exempt.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

The job description does not constitute an employment agreement between the Clifton Park-Halfmoon Public Library and the employee, and is subject to change as the needs of Clifton Park-Halfmoon Public Library and the requirements of the job change.

Employee Name: _____

Employee Signature: _____

Date: _____

Supervisor’s Signature: _____

Date: _____

Director’s Signature: _____

Date: _____