



## Classification Description

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**Job Title:** Library Communications and Social Media Specialist    **Pay Grade:** 107

**Job Code:** 4784

**FLSA Status:** Non-Exempt

### **Job Purpose**

This position performs specialized technical work in library communications and marketing for Florida SouthWestern State College Libraries and Tutoring Centers. The Library Communications and Social Media Specialist is responsible for developing, managing, and evaluating digital and print communications that promote library and tutoring services, programs, resources, and events across multiple platforms.

Responsibilities include creating and maintaining social media content, digital signage, websites, email campaigns, and visual media assets, as well as tracking and analyzing engagement to inform communication strategies.

In addition, this position supports day-to-day library operations by providing customer service, assisting patrons with library technologies and resources, and supporting circulation and access services as needed. This position reports to the Assistant Director, Library Services.

### **General Responsibilities**

#### **Essential Functions**

Serves as the Library Liaison to FSW Marketing and Digital Strategies.

Manages FSW Library and Tutoring social media channels, as well as digital and physical signage to promote awareness of library and tutoring services.

Creates engaging graphics, photography, and video content to promote services, programs, events, club meetings, and workshops for the FSW Libraries and Tutoring Centers.

Captures high-quality photos and videos at FSW Libraries and Tutoring events.

Develops and maintains a current photo library for marketing and archival use.

Assists with the maintenance, development, and design of library websites and email marketing campaigns.

## LIBRARY COMMUNICATIONS AND SOCIAL MEDIA SPECIALIST

Develops and implements social media strategies, including planning, scheduling, and monitoring content across platforms.

Collaborates with library and tutoring staff to promote services, events, and special initiatives.

Assists the Library Archivist in capturing and preserving archival materials and artifacts through digital photography and editing.

Tracks and analyzes the performance of digital communications and social media efforts to identify trends and inform future strategies.

Communicates with the Assistant Director, Library Services, and Associate Access Service Coordinators regarding student support and intercampus visits, as needed.

Provides customer service leadership and delivers a range of library services.

Assists faculty, students, and other patrons with general orientation and use of equipment for non-print resource access; supports circulation operations by assisting at the checkout desk, guiding student assistants, and coordinating and participating in reshelving activities.

Provides basic troubleshooting of library equipment, including copiers, printers, and computers, and reports issues to the assigned supervisor.

Utilizes and reports issues within the automated library system (Alma) and assists with training as requested.

Assists Librarians in supporting users with information resources.

Delivers basic assistance to students in all aspects of computer and printing usage.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

### **Knowledge, Skills and Abilities**

#### **Minimum Qualifications**

Bachelor's degree in graphic design or a related field.

One (1) year of full-time professional work experience in digital photography and social media content creation for higher education.

## LIBRARY COMMUNICATIONS AND SOCIAL MEDIA SPECIALIST

Proficiency with basic design tools (Canva, Adobe Creative Suite, etc.), photo editing software, and short-form video creation.

Strong writing and editing skills, and attention to detail.

Strong understanding of branding and visual identity.

Demonstrated experience using a personal computer, Microsoft Office software applications such as MS Word, Excel, and Outlook email.

Ability to use library-specific databases.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a willingness to learn policies, procedures, and regulations pertaining to the position.
- Ability and willingness to make presentations in front of various-sized groups.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with all constituencies of the College. Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail-oriented.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze, and present information in a meaningful manner.
- Effective working with diverse populations.

### **Critical Skills/Expertise**

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance, and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.

## LIBRARY COMMUNICATIONS AND SOCIAL MEDIA SPECIALIST

- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

### **Work Conditions/Physical Demands/Special Conditions**

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze, and perform critical thinking skills.

Approved: April 27, 2026.