

Print and Digital Media Specialist

DEPARTMENT:	Operations
GRADE:	55
CLASS CODE:	PDMSPEC
FLSA STATUS:	Non-Exempt
UNION STATUS:	Represented
REVISED DATE:	October 2020

Summary:

The Print and Digital Media Specialist, under general supervision, provides a variety of media creation, editing and content production tasks for Timberland Regional Library.

Reporting Relationships and Team Work:

This position is supervised by and reports to the Operations Director as part of a service-oriented team.

Essential Duties and Responsibilities:

Class specifications are intended to provide a descriptive list illustrative of the range of duties performed by employees in the class. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

1. Organizes the production and distribution of printed and digital brochures, posters, multimedia presentations, and/or other marketing materials for use throughout the district.
2. Oversees the production and editing of informational materials for the District, including directories, activities calendars, and/or training materials.
3. Participates in design and production of multimedia campaigns, providing assistance with scheduling and progress tracking, background design, and production coordination.
4. Supports frontline staff in the creation of audiovisual content, to include the planning, recording and post-production of videos and shorts for outreach and programming use.
5. Produces and edits TRL's Employee Newsletter, collecting information and articles from other departments and drafting content for district-wide projects. Acts as backup support in the production and editing of TRL's monthly public newsletter.
6. Proofreads printed and digital documentation and publicity materials prepared by branch staff, monitoring for proper layout, grammatical composition, accuracy, and clarity.
7. Trains library staff on the event calendar software, publicity request system and proper submission of request forms.

8. Maintains department's physical and intangible assets, including the maintenance of departmental hardware and software programs, organization of digital and physical files, and archiving of past design jobs.
9. Maintains current and historical media publication resources.
10. Performs other duties as assigned or required.

Core Skills and Qualities:

Complete definitions are included on the TRL evaluation form. Employees are expected to demonstrate the following qualities at all times:

1. Establish and maintain effective working relationships with internal staff, outside organizations, and the general public.
2. Positively reflect TRL's mission, vision and values to the staff and public.
3. Effective organizational and time management skills, including the ability to multitask, manage multiple projects at the same time and adapt to changing priorities to meet demands of the department.
4. Communicate effectively verbally and in writing.
5. Demonstrate quality customer service.
6. Exhibit reliability and dependability. Demonstrate punctuality and regular and consistent attendance.
7. Demonstrate a positive attitude and flexibility.
8. Work well with others, show respect, contribute to the team.

Required Knowledge, Skills, and Abilities:

Employees are expected to perform and possess the following:

1. English grammar, punctuation and spelling including strong proofreading skills.
2. Video editing, publishing and standard computer software applications.
3. Understanding of communication and dissemination techniques for written, oral and visual media.
4. Skill in coordinating and performing a variety of functions to support the creation of marketing, branding and other creative projects.
5. Customer service standards and procedures.
6. Standards for maintaining electronic records and databases.
7. Critical thinking and problem solving to meet the needs of internal stakeholders.
8. Ability to work independently and innovatively in a variety of situations.

Technology Requirements:

Required:

- Use of standard office equipment, including but not limited to Personal Computer and related software packages to perform analysis, information retrieval and tracking.

- Intermediate keyboard and data entry skills.
- Ability to navigate, search and use web functions and software applications (i.e., time and attendance systems, performance reviews).
- Intermediate Microsoft Office Suite skills (e.g., Outlook, Word, Excel) to satisfactorily complete job responsibilities.

Desired:

- Intermediate experience using SharePoint
- Experience with Xerox equipment and Fiery software.
- Experience with video editing software and video-sharing platforms.
- Graphic design file types.
- Basic Web content management knowledge (Drupal preferred).

Education and Experience:

Associate's degree in Business, Communications, Marketing or a related field and a minimum of three years of recent directly related experience; OR any combination of education and experience which would provide the required knowledge and skills and allows successful performance of the job.

Licenses, Certifications, and Special Requirements:

- A valid Washington State Driver's License.
- Must pass and maintain a criminal background check.

Physical and Environmental Conditions:

- Work is performed in a standard office environment, but can include contact with the public in a library environment.
- Subject to sitting, standing, walking, bending, reaching and lifting objects up to 30 pounds.

The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions with this job.

This and all TRL positions are subject to transfer, based on library need.

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job. Timberland Regional Library is also an Equal Opportunity Employer.