



JOB OPENING: **SOCIAL MEDIA SPECIALIST** PART-TIME, REMOTE

The Ulster County Library Association is looking for a talented Social Media Specialist with library experience to administer our social media accounts. You will manage promotion of the Ulster County Library Association's shared services in a cohesive way to achieve our marketing goals. You will be responsible for creating original image, text and video content, creating posts and sharing them to the 21 Ulster public libraries. The Social Media Specialist generates, edits, publishes and shares engaging content on a regular basis (e.g. original text, photos, videos and news), and monitors and updates information to the museum pass borrowing program, Tixkeeper, to maintain currency of information shared.

Town of Esopus Library
Gardiner Library
Hurley Library
West Hurley Library
Kingston Library
Highland Public Library and
Stone Ridge Library
Marlboro Free Library
Sarah Hull Hallock Free Library
Elting Memorial Library
Olive Free Library
Plattekill Library
Rosendale Library
Saugerties Public Library
Phoenicia Library
Morton Memorial Library
Wallkill Public Library
Town of Ulster Public Library
Cragmoor Free Library
Ellenville Public Library and Museum
Woodstock Public Library

- Monitor & forward UCLA social media messages and feedback
- Produce intermittent posts acknowledging funders
- Stay up-to-date with current technologies and trends in social media, design tools and applications
- Monitor museum policies/hours and update Tix Keeper accordingly

Requirements:

- Proven work experience in various Social media platforms
- Experience with public libraries
- Hands-on experience in content management
- Excellent copywriting skills
- Ability to deliver creative content (text, image and video)
- Graphic design skills

\$25 per hour, up to 6 hours per week. This will be an independent contractor job with invoices submitted to UCLA monthly.

Please submit a resume and 5 examples of media posts to hurleydirector@gmail.com by November 30, 2023. Please put **Social Media Specialist** in the subject line of the email.