▪▪ **I. POSITION PURPOSE**

The purpose of the Digital Marketing and Multimedia Specialist is to develop informational and promotional video/web/print/multimedia materials, using emerging tools to meet the diverse communications needs of the library district and provide internal technical support that ensures the efficient operation of PCCLD audio visual (A/V) and meeting room equipment including: laptops, mobile devices, camera equipment, speakers, microphones, and other related meeting room and A/V equipment.

▪▪ **II. RELATIONSHIPS**

Digital Marketing and Multimedia Specialist reports to the Director of Community Relations and Development.

The candidate for this position has a talent for creating digital marketing materials and is responsible for the production and post-production of a variety of instructional, communicative and promotional materials. This position works closely with internal and external stakeholders to develop digital marketing materials including video, social media graphics, virtual programs/events, and develops a digital marketing presence consistent with PCCLD’s brand and brand expression.

This position will also serve as the primary point of contact for the A/V equipment setup and needs in all meeting rooms at the Rawlings Library; duties include equipment setup, maintenance, inventory, cleaning, and repair, and development of instructional materials related to the A/V meeting room equipment. The position provides excellent customer service demonstrating the ability to communicate effectively with people regardless of age, race, sexual orientation, ability level or background.

▪▪ **III. PRIMARY DUTIES AND RESPONSIBILITIES**

**Digital Marketing**

* Coordinates all phases of video production: Shoots, edits and produces video for library district events. Uses animated video graphics, and compressed video files. Adobe Creative Suite/ Premier experience preferred.
* Leads and enhances the overall online experience and visual content on social media to lead to a higher degree of online engagement (i.e. Facebook, Twitter, Instagram, etc.).
* Manages PCCLD's live streaming software platforms and video libraries; schedules and coordinates all video releases.
* Troubleshoots, researches, and evaluates A/V equipment and software; makes recommendations regarding system improvements.
* Uses and maintains a wide-variety of equipment associated with video production including computer editing systems, audio systems, switchers, cameras, and production equipment.
* Serves as a video resource to internal staff members to assist with recording virtual programs or events.
* Schedules and coordinates all mass email communications to patrons, donors, and community members.
* Creates and maintains district wide electronic communication screens and devices.

**Multimedia and A/V**

* Provides troubleshooting, configuration and testing of A/V equipment and functions (live-streams, webcasts, multimedia, cameras, microphones, integrated A/V systems, touch-panel, etc.).
* Maintains Rawlings Library A/V meeting room equipment in good working order and responds to requests for A/V and technical equipment used in meetings and presentations; ensures A/V set-ups are working and ready for use in advance of event; takes down and stores equipment.
* Maintains A/V inventory equipment and supplies and regularly monitors equipment condition.
* Supports in the set-up and coordination of the Library Board of Trustees meetings to ensure A/V setup is adequate and support is available.

Supports team efforts to maintain a safe and secure environment for customers and staff by maintaining awareness of surroundings and working in accordance with safety policies and procedures.

Participates in regularly scheduled department meetings. Attends All Staff Development Days and other training sessions to acquire new skills and to stay current on all information that is pertinent to PCCLD.

Reads daily organizational communications from intranet, e-mail, newsletters and print announcements. Stays current on all library services, programs and events throughout the district. Regularly accesses electronic time keeping, payroll and personnel employee access systems.

▪▪ **IV. OTHER DUTIES AND RESPONSIBILITIES**

May serve on library committees or special projects.

Other duties as needed.

V▪▪  **QUALIFICATIONS**

**Education and Experience:**

Bachelor’s degree in a related field required. One year related experience required. Experience using Adobe Creative Suite strongly preferred.

* Experience working with a marketing team to develop comprehensive and coordinated marketing campaigns.
* Strong analytical and organizational skills with the proven ability to handle (and deliver on) multiple projects in a fast-paced environment.
* Demonstrates good customer service skills, including strong communications skills with the ability to work with internal and external customers respectfully and skillfully.
* Takes initiative and works independently, and also demonstrates the ability to work well as a team.
* Must be able to prioritize, respond and resolve issues in a timely manner
* Excellent troubleshooting and problem solving skills with various technologies

**Skills and Abilities:**

* Self-starter with motivation to see an assignment through and provide top-notch communication for the duration of that assignment or helpdesk ticket.
* Ability to design, develop, produce marketing materials using the Adobe Creative Suite
* Proficient in the use of A/V equipment including video production and computer editing systems, audio systems, cameras and other production equipment
* Ability to troubleshoot A/V equipment and make recommendations for improvements
* Adept at managing social media and live streaming channels/platforms
* Ability to function under flexible and changing conditions.

**Physical Requirements:** The job is physically demanding, requiring the ability to carry and set up equipment which involves bending, squatting, reaching, lifting, pushing and pulling.

**Other Requirements**: Must be able to work a flexible schedule including days, evenings and weekends and on-call. Applicants must successfully pass a criminal background investigation. Must have a good driving record, current Colorado Driver’s License and automobile insurance

Equal Opportunity Employer.