LIBRARY AIDE I
JOB DESCRIPTION

SUMMARY: Under the general direction and supervision of the Library Director, the Library Content Creator is responsible, for the development of library content in all digital and print formats, while also assisting patrons in all their library needs.

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:
1. Assist in the Circulation, Computer, Children's, and Café departments as assigned.
2. Guide patrons on the access of information through the local catalog, databases, and websites.
3. Assist in the Café preparing customer orders, cleaning, restocking, and maintaining inventory.
4. Must collect fines and café sales and be able to handle cash flow and accountability on a daily basis.
5. Assist in the daily and weekly maintenance of the library.
6. Assist at both library and city-wide events.
7. Assist with holiday and special event décor and preparations.
8. Develop and implement all visual and social media communication approaches on behalf of the library.
9. Lead the creation and publishing of all relevant, original, high-quality content for all library & café, and occasionally, the Hidalgo County Library System marketing platforms in all print and digital formats.
10. Assist in maintaining the café and library website on a regular basis to keep content up-to-date and relevant.
11. Ensure all content is consistent in terms of style, quality, and tone of voice, and optimized for search and user experience for all channels, including online, email, mobile, video, and print.
12. Monitors comments and conversations on social media platforms to determine relevant topics for future content.
13. Compiling daily statistics and inputting the data into ILS to keep track of usage and posts.
14. Prepare weekly and monthly statistical report and submit to library administration.
15. Provides essential feedback to all library staff with regard to their marketing materials, ensuring they exude professionalism and creativity.
16. Collaborates with library staff regarding all programs, activities, and events for all digital and print calendars.
17. Takes the lead in developing and implementing nature-based programming for library patrons.

EDUCATION AND/OR EXPERIENCE:
1. Requires a minimum of a High School Diploma or GED.
2. Job requires a current, valid Texas Class C driver's license.
3. Standard pre-employment screening and background clearance is required.
4. A minimum of one year in related work experience is preferred.
5. Experience with maintaining a social media presence is preferred.
6. Experience with cash registers and money handling is preferred.
7. Food handling license is preferred.

8. English and Spanish bilingual communication skills are not required but preferred.
9. Must have working knowledge of common computer applications and use of the Internet.
10. Must have a familiarity with Canva, Adobe Creative Cloud, and/or other content creator software for digital and print formats.
11. Must have clear, concise oral and written communication skills.
12. Must exemplify professional employee characteristics exhibiting ethical standards, punctuality, excellent attendance, a strong work ethic and a courteous, conscientious and generally businesslike manner in the workplace.
13. Must be able to meet departmental goals and objectives, job responsibilities and essential job duties.

PHYSICAL REQUIREMENTS

Performs light to medium work that involves walking, standing, lifting and pushing 20 -50 pounds, squatting, bending and stretching most of the time. Adeptness and speed in the use of fingers, hands or limbs due to repetitive operation of electronic office machines, café equipment and typing. Will occasionally work in an outdoor environment and be exposed to extreme heat or cold temperatures.

ADDITIONAL INFORMATION:
1. Job requires working evenings and weekends.

The above duties describe the chief functions of the job and are not to be considered a detailed description of every duty of the job, as there may be other duties as assigned.