

WAUKEGAN PUBLIC LIBRARY

JOB DESCRIPTION

TITLE: Print & Digital Media Assistant

DEPARTMENT: Communications & Community Engagement

REPORTS TO: Communications & Community Engagement Manager

CLASSIFICATION: Part-Time, Non-Exempt

Job Summary

Under the direction of the Communications & Community Engagement Manager, the Print & Digital Media Assistant produces timely, engaging, and informative signs, social media posts, website updates, newsletters, and other public relations materials that promote and raise awareness of library programs, services, and collections, improves wayfinding and enhances user experiences; and effectively conveys the library's brand. This person will leverage their creativity, and organizational and collaborative skills to meet each department's PR needs, and work with the department manager and Executive Director to build cohesive messaging and reflect the library's mission, vision, and offerings through an equity, diversity, and inclusion lens.

Minimum Qualifications

Education and Experience

- Associate Degree in graphic arts, design, public relations, or related field and one year experience -or- high school diploma or equivalent and three years' experience in graphic arts, design, or public relations
- Strong written and oral communication skills, including writing, editing, and proofreading; ability to communicate effectively in English.
- Ability to speak, read, and write in Spanish preferred.
- Experience working in public libraries, or other nonprofit or educational setting preferred.

Essential Job Functions

- Fosters a safe, inclusive, and accessible environment that welcomes, respects, and represents everyone in our community.
- Provides uniformly gracious and friendly service to all.
- Understands, supports, and advances the vision, mission, and strategic priorities of the library.
- Creates a consistent visual brand for Waukegan Public Library across all print and digital platforms.
- Designs layout for the library's quarterly newsletter and monthly eNewsletter and collaborates with manager and Executive Director on content priorities and messaging.
- Produces print designs for signage, posters, brochures, banners, bookmarks, and other promotional items, and coordinates with manager and other staff to prioritize needs and meet deadlines.
- Maintains all Library signage, including large format banners, posters and displays for interior and exterior promotions, as well as banner ads for the library's website and in-house monitors.
- Creates digital content and graphics for social media and coordinates with manager to develop and follow a schedule for postings and work with manager to respond to any online comments
- Creates and updates content for the library's website as needed.
- Maintains library photo archive that is representative of our diverse community and variety of offerings.

- Consults with vendors and obtains quotes to outsource projects as required.

Additional Duties:

- Takes an active role in maintaining the well-being of the library, including appropriately following policies and staff emergency training to navigate demanding situations using independent judgment.
- Maintains slat wall, flyer racks and bulletin boards in cooperation with the Community Engagement Coordinator.
- Designs and produces sign, poster, and bookmark templates for use by the Friends of the Library and Library Foundation.
- Orders art and paper supplies and maintains inventory of sign holders, easels, and other promotional material and equipment needs.
- Keeps informed, learns, and utilizes current trends and technology in graphic design, and best practices for public libraries.
- Attends appropriate meetings, workshops, and conferences to meet the 12-hour continuing education requirement for all staff.
- May participate in community events and other outreach opportunities as needed.
- Other duties as assigned.

Knowledge, Skills, and Abilities

- Ability to establish, maintain, and foster cooperative and courteous working relationships with the public, community partners, peers, and library leadership.
- Demonstrated ability to provide excellent internal and external customer service.
- Demonstrated ability to learn and effectively use design software, such as Canva, Photoshop, Illustrator, or InDesign.
- Knowledge of file formats and industry standards for print and digital graphics, including accessibility standards.
- Ability to work across departments to plan and coordinate library-wide and community events.
- Ability to work with minimal supervision, establish and maintain priorities, meet deadlines, exercise initiative, and make independent decisions.
- Ability to identify, analyze and resolve issues in a timely and effective manner. Generate and evaluate alternative solutions and make recommendations.
- Familiarity with technology currently used in library and public relations settings, including Microsoft 365 (including Teams), graphic design software, content management systems, and social media platforms, and a comfort and willingness to learn new technologies as they emerge in the profession.

Working Conditions/Job Requirements:

- Extensive hours of computer use.
- Moving or lifting items up to 40 lbs. with or without accommodation.