

**LARAMIE COUNTY LIBRARY SYSTEM
JOB DESCRIPTION**

| | |
|-------------------------------------|--------------------|
| Job Title | FLSA Status |
| GRAPHIC DESIGN & WEBSITE SPECIALIST | NON-EXEMPT |
| Unit | Pay Grade |
| COMMUNITY & MEDIA RELATIONS | 28 |

JOB SUMMARY

The primary responsibilities of this position are two-fold:

1. Under the direction of the Design & Exhibitions Supervisor, to act as the primary graphic designer for the library system and ensure efficient and effective publicity production.
2. To maintain content for the internal and external websites in collaboration with the Communications Coordinator.

The library’s current websites include the library’s main website <https://lclsonline.org/>, which emphasizes available services, serves as a recruitment tool, and functions as the hub for the library’s communication program; the Wyoming Reads website; and the employee information portal (intranet).

This individual must work successfully in a team environment to achieve the goals of the Community Media Relations Unit (CMR). The person in this position must have exceptional communication skills and be a quick learner. Organizational and collaborative skills are necessary for success.

ESSENTIAL DUTIES AND RESPONSIBILITIES

GENERAL

1. Maintains patron confidentiality in compliance with Wyoming state law.
2. Provides and models excellent customer service.
3. Works quickly, effectively and accurately within tight deadlines.
4. Works with unit’s volunteers.
5. Works with members of the CMR team to effectively promote and distribute information on events, closures, exhibits, job and volunteer opportunities, technical issues that impact the public or employees, and exciting opportunities within Laramie County Library System (LCLS).
6. Helps disseminate public relations materials in a timely manner to employees, members of the public, volunteers and the Board of Directors.
7. Represents the library to outside entities as directed by the Deputy Director of Operations, County Librarian (Executive Director) or designee.
8. Maintains good working relationships with counterparts at the Wyoming State Library and other WYLD libraries.

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9. Ensures a consistent brand voice and tone across all communication platforms including coordinated efforts with other CMR employees regarding print, digital, radio, and TV media campaigns.
10. Uses good time management and organizational skills.
11. Works Greeter Desk as assigned.
12. Performs other related and necessary duties as assigned.

GRAPHIC DESIGN

1. In consultation with the Design & Exhibitions Supervisor, develops graphics for web, social media, and print using the current design software owned by LCLS.
2. Uses creativity, variety and versatility in graphics to produce eye-catching and interesting designs.
3. Understands how to visually market to different age groups from Pre-K to those who are 90+ years old.
4. Assists in creating, developing, updating, producing and distributing library publications by:
 - a. Performing in-house graphic design to produce library publications that meet the library's standards of quality and accuracy as they relate to:
 - i. monthly event posters and monthly calendars
 - ii. social media covers and profile photos
 - iii. web sliders
 - iv. pamphlet designs and redesigns
 - v. book stack end signs
 - vi. other various signage or projects throughout the Laramie County Library and associated branches.
 - b. Understanding that although responsible for creating public relations, promotional and marketing items, final editorial control lies with the County Librarian (Executive Director) and/or Deputy Director of Operations.
5. Stays current with design and development methodologies, emerging trends and industry best practices, including copyright adherence.
6. Assists in the development of visual style guide, maintains style guide and adheres to it.
7. Understands and designs trade publication, e-marketing and digital advertising as assigned.
8. Coordinates all assignments with scheduled project plan timelines/deadlines, with a sense of urgency, while maintaining tact, diplomacy and accuracy.
9. Participates on committees for the library through which design and marketing will play a key role.

WEBSITE

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1. Maintains and administers LCLS websites.
2. In consultation with the Communications Coordinator, performs day-to-day maintenance of web pages, including updating pages and forms, checking links, reviewing monthly reports for errors within the site, etc.
3. Uses calendaring or other tools to ensure items, such as web sliders, job announcements, etc., are removed from the website upon the deadline or the day after the event occurs.
4. Follows procedures, protocols and instructions relating to the library's servers, access, installation and rights as directed by the Deputy Director of Operations and IT Manager.
5. In collaboration with the Communications Coordinator, works to inform the Deputy Director of Operations and IT Manager of costs for needed upgrades, software and equipment.
6. In collaboration with the Communications Coordinator, analyzes and implements technical solutions via the organization's websites.
7. With direction from the Deputy Director of Operations and in collaboration with the Communications Coordinator, works with consultants and contractors in resolving technical issues and on projects such as redesign of the website, creation of mobile apps, etc.
8. Serves as resource person to Deputy Director of Operations about website capabilities and limitations.
9. Uses analytics to track and gather data about patron traffic patterns in order to implement changes that increase website functionality and user interaction, including internal and external websites, and all social media sites.
10. Designs, maintains and documents the development of web pages for the organization's websites.
11. In consultation with Deputy Director of Operations and in collaboration with the Communications Coordinator, responds to or refers e-mail inquiries sent to Webmaster email address.
12. Manages, as necessary, optimization tools, including title tags, meta-descriptions, internal linking, redirecting and image titling.
13. Provides assistance to employees in relationship to web issues as necessary.
14. Trains selected staff throughout the library in Content Management System to update their internet and intranet pages.
15. Reviews all web content prior to and after release.
16. Under the direction of the Deputy Director of Operations and in collaboration with the Communications Coordinator, meets with representatives from library divisions to discuss requests relating to website content or design.
17. Coordinates the content and organization of data with various divisions and is occasionally responsible for content development.

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18. In collaboration with other members of the CMR team, updates and consistently maintains web style guidelines and adheres to LCLS website design standards.
19. Follows LCLS Social Media Policy and Procedures.
20. In collaboration with the Communications Coordinator, posts, updates and maintains social media sites.
21. In collaboration with the Deputy Director of Operations and the CMR team, uses insight and creativity to develop a dynamic vision and plan for social media within the context of LCLS.

MINIMUM REQUIREMENTS

- Associate or Bachelor’s degree in graphic design, website design or related field
- 3 years of progressively responsible-related experience in web design and/or social media or graphic design
- Any equivalent combination of education, experience and training that provides the required knowledge, skills and abilities

REQUIRED CERTIFICATIONS, SKILLS AND ABILITIES

- Must have a current driver’s license valid in the State of Wyoming or the ability to obtain one within six months of date of hire
- Considerable knowledge in the use of or demonstrated ability to learn current software applications such as Microsoft Office Pro, WordPress and other applicable software
- Considerable knowledge of graphics and design software, specifically Adobe Creative Cloud including but not limited to: InDesign, Photoshop, Illustrator, Lightroom, Acrobat, Premiere Pro and Bridge
- Considerable knowledge and experience in, or demonstrated ability to learn, basic web design, content management, accessibility and usability
- Good project management skills and ability to meet project deadlines
- Excellence in written and oral communication and relationship building
- Ability to troubleshoot software programs
- Familiarity with the creation and management of embedded webpage media, graphics, forms, audio, video and scripting
- Skill in working with public entities, committees or teams, and individuals with varied backgrounds
- Good creative and interpretive skills
- Working knowledge of public library operations

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- Ability to work with limited supervision, with an aptitude for detailed work and proficiency in prioritizing tasks

PREFERRED CERTIFICATIONS, SKILLS AND ABILITIES

- Considerable knowledge of or demonstrated ability and willingness to learn core web technologies such as SQL, HTML, XHTML, CSS, PHP, database design and maintenance and dynamic scripting languages including blogs and RSS feeds

REPORTING RELATIONSHIPS

Reports to: Deputy Director of Operations

Supervises: Volunteers

PHYSICAL EFFORT AND WORKING ENVIRONMENT

The essential duties and responsibilities of this job require the employee to move or manipulate moderately heavy equipment, boxes, carts, files and/or stacks of material from one location to another.

LATEST REVISED DATE 01/2022