



Position title: *Library Assistant II (Graphic Design)*

Hours: Part-time (30 hours/week); Days, some evenings, and weekends.

Location: Sedona Public Library, 3250 White Bear Road, Sedona, AZ 86336 and off-site as needed.

Supervisor: Library Director

Supervises: None

Wages/Benefits: Based on experience; part-time benefits (FSLA Classification: Non-exempt)

Date Revised: April 6, 2022

Who you are:

- You are a creative genius with an eye for graphic design who pays attention to details and deadlines.
- You are an independent worker who sees the “Big Picture” of image and branding.
- You engage well with others and are passionate about providing an exemplary customer experience.
- You excel at all types of front-line service, from circulation to providing library users with basic reference and readers’ advisory services.
- You inspire and teach library users to positively interact with a wide range of electronic, print, and media resources and assist library users with computers and technology, both ours and theirs.
- You show a broad understanding of, and demonstrate support for, diversity, equality, and equity for everyone in the community.
- You are confident in collaborating with others and enjoy direct public service to diverse populations.

Definition

Under the direction of the Library Director and as part of the Public Relations & Development team, the Graphic Designer is responsible for developing and implementing promotional materials that support the Library and its mission. These activities include but are not limited to: creation of brochures, flyers, program support, and other material for both print and digital outlets, coordinating and implementing brand efforts for Sedona Public Library and Sedona Public Library in the Village, creation of art content for the Library’s social media channels, advertising, and social media to promote programs and services. This person will also work with outside vendors as needed. Attention to detail, deadlines, flexibility and being an independent worker who brings ideas to the table is critical in this role.

What you'll do:

- Work with SPL's Director, Program & Marketing Coordinator, Youth Services Manager, and Development Director (aka the Public Relations & Development Team) to create marketing and promotional materials, including brochures, social media releases, flyers for library events, library brochures and magazines, and other special graphic design projects that support the library and its mission.
- Coordinate, design, and implement Library's branding efforts for both locations.
- Design and create Library's multiple newsletters.
- Work with outside vendors and staff to assist with website redesign and act as webmaster to oversee the Library's website.
- Strive to create a welcoming environment, providing high-quality library experiences and always focus on excellent customer service.
- Assist and instruct patrons in the use of library catalog, services, and resources.
- Provide readers' advisory and reference service, including instruction.
- Provide information, within scope of knowledge, using print and electronic resources and refer to other staff librarians as appropriate.
- Assist in monitoring the behavior and conduct of library users while interpreting library policies and procedures.
- Coordinate displays.
- Communicate the value of the Library to the community.
- Assist in weeding outdated, worn, and non-circulating items and recommend material for purchase.
- Maintain the physical appearance and ease-of-use of the library.
- Along with the Library Board, Director, Assistant Director, and staff, participate in fulfilling the Vision and Mission of Sedona Public Library.
- Support Sedona Public Library fundraising and advocate for the Library.
- Know and practice ALA's Code of Ethics.
- Stay apprised of current trends and developments affecting library service for all ages and abilities.
- Other duties as assigned.

Knowledge, Skills, and Abilities:

- Knowledge of the principles of library science.
- Working knowledge of library's automated systems, Microsoft Office programs, and current technology.
- General knowledge of fiction and non-fiction material and various available formats.
- Excellent verbal and print communication skills with the capability of presenting library programs such as story time, craft programs, etc.
- Ability to use and give instruction on the use of reference sources and tools.
- Ability to organize and multitask.
- Ability to be effective, whether working independently or with staff and volunteers.
- Ability to work days, evenings, and weekends, as scheduled.

Education, Experience, and Training

- Bachelor's degree in graphic design, marketing, public relations, or related fields, and two or more years of related experience, or combination of training, education, and experience that demonstrates the potential ability to perform the duties of the position.
- One or more years of library experience, demonstrating superior customer service skills, including the ability to interpret library resources and service to library users.
- Mastery of graphic design software, including but not limited to Canva, Adobe Products (Photoshop, Illustrator, and InDesign), Photoshop and WordPress.

Physical Demands:

While performing the duties of this position, employee is frequently required to use a computer for 4-6 hours/day, frequently sit, move, or stand for office and/or event functions, and sit in and conduct meetings with individuals and groups. Employee may lift stacks or boxes of books, equipment, supplies, tables, and chairs, up to 50 pounds and push heavy book carts and loaded dollies. This position also requires bending, stooping, and reaching.

Additional Information:

- The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.
- Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.
- Employment subject to background check.

- The essential duties of this position and the library's safety protocols require vaccination for COVID, therefore, an up-to-date COVID vaccination status is a requirement of this position.