

Job Ad: Librarian & Social Media Manager
Town of Narrows | Narrows, Virginia | Full-Time | On-site

About Us

Town of Narrows is local government municipality with a public library serving the community. We connect people with books, information, ideas, and each other, and we're looking for someone who can do that both at the desk and online.

The Role

We're seeking a full-time Librarian and Social Media Manager to split their time between traditional library services and building our digital presence. You'll help patrons find what they need, keep our collection relevant, and tell our story across social platforms so more people know what we offer.

Responsibilities

Library Services

- Provide reference, readers' advisory, and research assistance to patrons in person, by phone, and online
- Select, catalog, and maintain print and digital collections
- Plan and lead programs such as story times, book clubs, workshops, and community events
- Help patrons with technology, databases, and digital resources
- Contribute to collection development, weeding, and inventory

Social Media & Communications

- Develop and manage a content calendar across [Facebook, Instagram, TikTok, X, etc.]
- Create engaging posts, photos, short videos, and graphics that promote programs, collections, and services
- Respond to comments and messages promptly and professionally
- Track analytics and adjust strategy to grow reach and engagement
- Coordinate with staff to capture and share events and news
- Support email newsletters and website updates as needed

Qualifications

Required

- **Experience in a Library setting**
- **Ability to manage social media accounts for an organization, business, or personal brand**
- **Strong writing, editing, and communication skills**
- **Comfort with library systems, cataloging, and digital databases**
- **Excellent customer service skills and a collaborative attitude**

Preferred

- **Degree in Library Science from an ALA accredited program**
- **Experience with design and video tools such as Canva, Adobe Express, or CapCut**
- **Familiarity with social media scheduling and analytics platforms**
- **Experience with program planning or community outreach**

Schedule & Benefits

- **[40 hours per week; may include some evenings and weekends]**
- **[Health, dental, and vision insurance]**
- **[Retirement plan, paid time off, paid holidays]**
- **[Professional development and conference support]**

How to Apply

Send your resume, a cover letter, and links to relevant social media work or a portfolio to info@townofnarrows.org. An employee application can be found at the following website townofnarrows.org/applications-forms/ Please include "Librarian & Social Media Manager" in the subject line.

Town of Narrows is an equal opportunity employer. We welcome applicants of all backgrounds and are committed to creating an inclusive workplace.