



FLORENCE-LAUDERDALE
PUBLIC LIBRARY

Visual Communications Specialist

Part-Time Position: Up to 19 hours per week

Internal Announcement Date: Monday, February 26, 2024

External Announcement Date: Monday, March 4, 2024

Closing Date: Monday, March 18, 2024

Please mail or email a cover letter, resume, and FLPL employment application ([Application for Employment](#)) to the contact below. Applicants should also submit a portfolio sampling of 3-4 items that include social media, flyers, website graphics, and photography.

ATTN: Executive Library Director
Florence-Lauderdale Public Library
350 N. Wood Avenue
Florence, AL 35630

abby@flpl.org

Job Purpose:

The Visual Communications Specialist is responsible for the visual aspects of library communications and publicity. The Visual Communications Specialist photographs library programs, ensuring that a wide variety of programs and populations are portrayed so as to display the diversity of library service. By closely working with the Public Affairs Coordinator, this person will carefully determine how program images are utilized in order to tell the library's story to the community.

Essential Functions:

The following duties are normal for this position. The omission of specific statements of duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

- Photographs library programs and activities within all departments.
- Edits and provides photos as requested for various publicity formats; maintains a photo database.
- Creates graphic designs for promotional elements such as flyers, magazines, email and website communications, and social media.
- Meets and collaborates with department managers to establish a concept for their department's visual communications.
- Ensures compliance with all applicable codes, laws, rules, regulations, standards, policies and procedures; initiates any actions necessary to correct deviations or violations.

Minimum Qualifications:

Bachelor's Degree required, preferably in the field of art, graphic design, or communications. Professional experience in graphic design and photography preferred. Professional experience in operating a digital camera. Skilled in use of computers, including all Microsoft Office software, Google Drive, internet searching, Adobe software, social media platforms, and photo editing on all devices. Must be able to demonstrate proficiency in performance of the essential functions and learn, comprehend, and apply all library policies, practices, and procedures necessary to function effectively in the position. Excellent written and verbal skills.

Working Conditions:

- The primary work location is the Florence-Lauderdale Public Library.
- Must hold a valid Driver's License and be able to drive personal vehicles for library business.
- May be required to work flexible hours including some nights and weekends.
- Ability to establish and maintain positive working relationships with a diverse community of customers and library staff.

- Must have the initiative and follow-through to perform aspects of photography and design without direct supervision.
- Ability to learn and adapt to new and changing technologies.
- Must communicate effectively in both oral and written form with customers and staff.
- Ability to stand or sit for long periods of time.
- Ability to reach library materials at least three feet below and five feet above with a step stool or ladder.
- Ability to push carts and bins weighing up to 30 pounds.
- Ability to bend, stoop, twist, turn, and move furniture and library materials from place to place in the library.

Hourly Rate:

\$11.00-\$12.00 depending on experience

The above job description is not intended as; nor should it be construed to be 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.

Equal Opportunity Employer and E-Verify Participant