

Friends of Piedmont Avenue Library Social Media Content Manager

To apply for this role, email contact@friendsofpal.org to tell us why you're interested. If you have a resume or link to a portfolio, please include that as well. We look forward to hearing from you!

Overview: *Friends of Piedmont Avenue Library* is a nonprofit community organization that supports our local branch of the Oakland Public Library, the Piedmont Avenue Library (PAL). The Friends are a group of community members who are passionate about our neighborhood library and use our diverse skill sets (Government Relations, Finance, Marketing, etc) to advocate for PAL. We are looking for an individual to join our team as an Assistant Content Manager, to be responsible for updating — and upleveling — our digital presence.

Role: As our Content Manager, you will be responsible for managing digital content for *Friends of PAL* across our social media channels: [Facebook](#), [Instagram](#), [Twitter](#), and working with other board members, our [website](#), and monthly HOOT newsletter. You will be updating each of these digital channels on a weekly basis, to make sure our community stays up-to-date about the latest happenings at the library. You will have creative license to create and post fun, uplifting content on social media, and will get to make our social channels into an inspiring, vibrant destination for folks to stay connected to what's going on at PAL.

Responsibilities:

- Update website and social media channels on a weekly basis (or as needed) to make sure our content is always up-to-date
- Create/manage monthly content calendar to plan ahead for seasonal and timely posts
- Create new content as needed (e.g. visit the library to take pictures of a new section, interview and photograph a staff member for a profile post, etc)
- Work with other Board Members and library staff to source creative content and keep track of updates
- Grow our audience on social media
- As a member of the board, Join Board/General Meetings twice per month

Experience:

- Experience creating compelling content for social media channels, ideally for community-based audiences
- Ability to use WordPress / familiarity with content management tools
- Creative storyteller who can tap into human emotion
- Organized, detail-oriented work style
- Collaborative with good communication skills

Extra Credit:

- Link to your portfolio or examples of your digital content/writing samples
- You have been to the Piedmont Avenue Library :)

About PAL: The Piedmont Avenue Library (PAL) is a “small but mighty” branch of the Oakland Public Library, serving the local Piedmont Ave community in Oakland, and also functions as the main library for the Piedmont Avenue Elementary School (PAES) next door. *Friends of PAL* was formed in 1993 to advocate for and work with the community to support the library. In 2020, we

incorporated as a 501(c)(3) nonprofit, allowing donations to be tax-deductible, and formalized our Steering Committee as its Executive Board.

Our recent advocacy efforts have included outreach to the Oakland Unified School District to enhance ties with the Piedmont Avenue Elementary School. Read more about that [here!](#)