

Digital Content Librarian

JOB TITLE: Digital Content Librarian

FLSA STATUS: Exempt

GRADE: 38

DEPARTMENT: Public Services

APPROVED DATE: 12/2020

REVISED DATE: 02/2022, 02/2023

Job Summary

The Digital Content Librarian is responsible for overseeing the curation of content for the website and collaborating with library staff to create website content and services that anticipate and respond to customer trends and community needs.

This position contributes to the Library District's effective operation providing library services, spaces, and resources that are representative of diverse cultures and perspectives, intentionally inclusive, and accessible to everyone.

We Value Lived Experience

Sno-Isle Libraries is committed to embedding equity into our organization. As we engage in equity work, it's important to have a good foundation to frame the work and then provide training opportunities to build skills and knowledge.

We value and embrace the unique experiences our staff members bring to the organization and recognize how their experiences improve the service we provide.

Essential Functions

Functions listed are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this job.

1. Edit and create content which promotes and which leads to increased use of library materials, resources, services, and events.

2. Work with content creators to develop web content that forwards the library brand, as well as promotes services, resources, and events; and meets the needs of a diverse community with varied interests.
3. Collaboratively work on and curate content with staff across the organization.
4. Curate use of taxonomies and hierarchical structures with web content to promote organizational priorities; maintain awareness of user behavior and interests when determining web content; strategically utilize Content Management System (CMS) content creation to market and promote library materials and services.
5. Provide effective feedback to content creation staff. This includes such actions as editing content and coaching staff.
6. Analyze website traffic to evaluate customer behavior and effectiveness of content to influence future content strategy.
7. In collaboration with Digital Experience Team members, create and implement training for website content creation.
8. Provide excellent direct customer service throughout the Library District, in person, over the phone, and through virtual reference services.
9. Prioritize and coordinate the implementation of new services, programs, and initiatives on the library's website and other digital platforms.
10. Establish and maintain relationships with community contacts and vendors. Establish and maintain relationships with staff in all community libraries.
11. Contribute insights and recommendations to team discussions on digital content best practices to ensure optimization in delivery.

Additional Duties and Responsibilities

1. Serve on interdepartmental teams or cross-functional groups as a member of the digital experience team.
2. Assist with special projects as required.
3. Participate in ongoing professional development through training, conferences, reading and collaboration with others.
4. Maintain knowledge of current trends and developments in the fields of marketing, libraries, and content management systems.
5. Attend meetings, trainings, and workshops as assigned.

6. Perform other duties as assigned.

Supervision

The position reports to the Digital Experience Manager. Supervision of the work of others is not a normal part of the work of these positions, but incumbents may from time to time assist in the training of other staff in library-related work.

Knowledge, Skills, and Abilities

1. Ability to uphold the principles of equity, diversity, and inclusion in the workplace and the community.
2. Ability to communicate effectively with diverse audiences.
3. Ability to work cooperatively and maintain effective interpersonal skills with the public and co-workers.
4. Strong organization, attention to detail, and problem-solving skills.
5. Ability to work independently and to set priorities.
6. Ability to be flexible, manage ambiguity, adapt to change and successfully work in a fast-paced dynamic environment.
7. Ability to meet deadlines in a fast-paced, multiple project environment and to adapt to new priorities; to interface/communicate with people in all levels of the organization as well as outside vendors.
8. Ability to work in content management or search systems.
9. Knowledge of library resources, programs, and services in a public library.
10. Knowledge of Library District policies and procedures.
11. Ability to operate relevant computer systems including hardware and software, such as Microsoft Word, electronic databases, e-mail, and internet navigation in addition to other office equipment and security systems.

Education and Experience

Knowledge, skills, and abilities for this position can be acquired by a combination of experience and education including:

1. Master's Degree in Library Science (MLS/MLIS) from an ALA accredited university required.

2. Ability to provide a Washington State Librarian certificate within 60 days of hire required.
3. Multilingual and multiliterate skills preferred.
4. UX experience preferred.
5. Experience working with a CMS platform such as WordPress, Drupal, Joomla, etc. is preferred.
6. Experience with standard web development languages such as HTML, CSS, JavaScript, and PHP is preferred.
7. Experience with Google Data Studio preferred.

Physical and Environmental Conditions

The physical demands described here are representative of those that must be met by a staff member to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the incumbent is required to operate computers for extended periods of time. While performing the duties of this job, the incumbent may occasionally move objects or materials weighing up to 35 pounds.

Most of the work is carried out within a generally accessible, safe, indoor environment. The incumbent must regularly communicate with coworkers and members of the public. These contacts and situations are deemed to be generally safe and free of undue stress, but require incumbents to be cordial, helpful, and skilled in interpersonal relations with others both in the public and within the Library District.

Incumbents may travel to various sites in all kinds of weather and traffic conditions. To accomplish this travel, the incumbent must be able to drive and hold a valid Washington State driver's license or to make independent arrangements for such transportation.